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MARKETING IN FISHERIES
A SELECTIVE ANNOTATED BIBLIOGRAPHY

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MARKETING IN FISHERIES
A SELECTIVE ANNOTATED BIBLIOGRAPHY

compiled by

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FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS
ROME, September 1995

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PREPARATION OF THIS DOCUMENT

"Marketing in Fisheries" has been and will continue to be an area of great interest for the fishery sector as markets continue to change, evolve and grow. Keeping up with such changes has generated a large amount of literature on this subject due to people exchanging ideas, experiences, study and research. Since 1989, when the first bibliography on marketing in fisheries was published (P.A. Merrikin (comp.), FAO Fisheries Circular No. 817), the amount of literature published has been vast and, as a result, an update of the bibliography was required.

Results from the research carried out on the FAO, ASFA, CAB, and AGRIS databases have resulted in 200 additional citations, selected by Dr Ruckes. Of these new 200 citations great interest has been in the areas of distribution, processing, price structure and international markets.

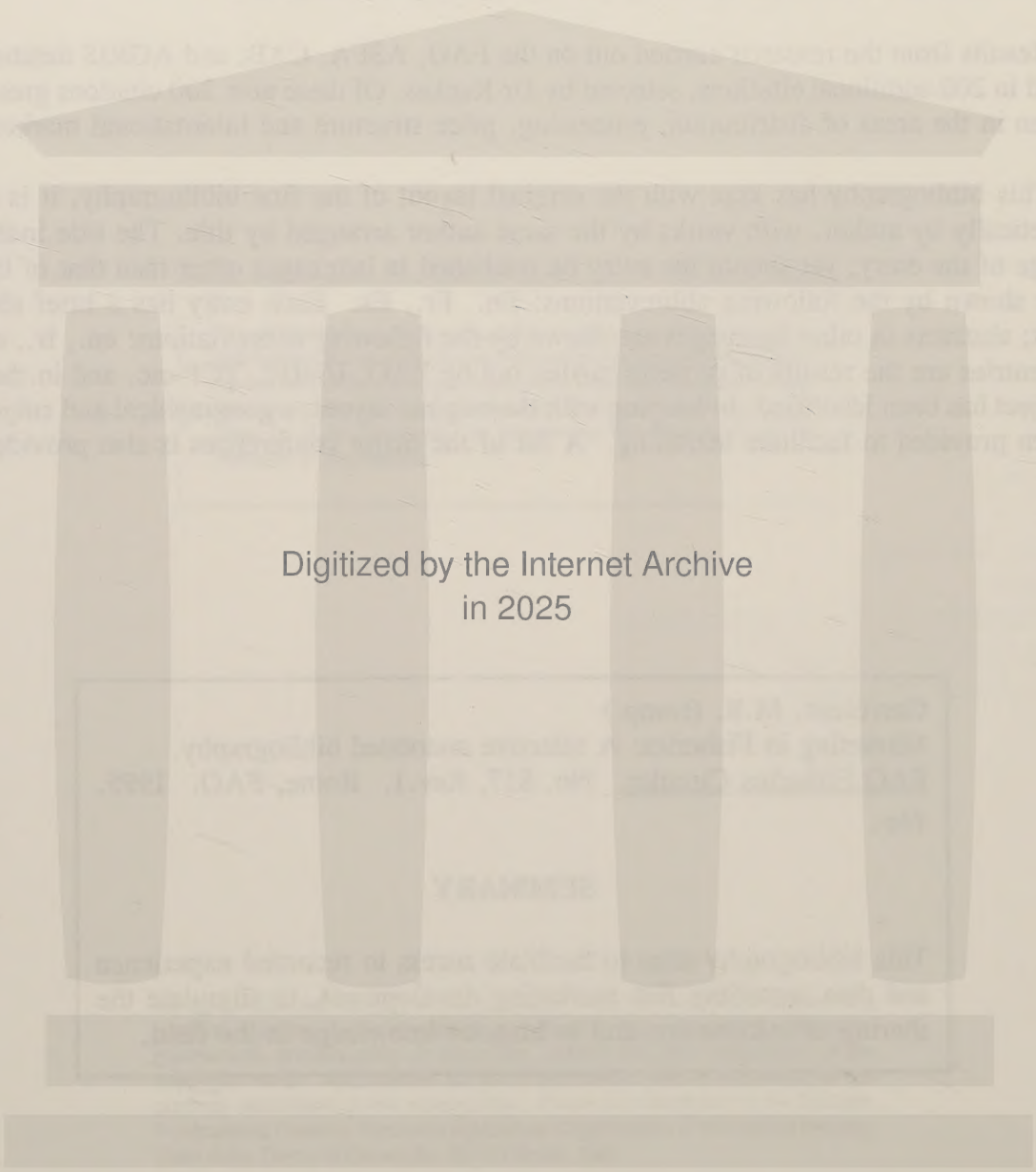
This bibliography has kept with the original layout of the first bibliography; it is arranged alphabetically by author, with works by the same author arranged by title. The title indicates the language of the entry; yet should the entry be published in languages other than that of the title it will be shown by the following abbreviations: En., Fr., Es. Each entry has a brief abstract in English; abstracts in other languages are shown by the following abbreviations: en., fr., es. Some of the entries are the results of projects carried out by FAO, UNDP, TCP etc. and in these cases the project has been identified. In keeping with the original layout, a geographical and subject index has been provided to facilitate searching. A list of the major conferences is also provided.

Garruccio, M.R. (comp.)
Marketing in Fisheries: A selective annotated bibliography.
FAO Fisheries Circular. No. 817, Rev.1. Rome, FAO. 1995.
76p.

SUMMARY

This bibliography aims to facilitate access to recorded experience and data regarding fish marketing development, to stimulate the sharing of information and to broaden knowledge in the field.

The FAO Fisheries Circular is a vehicle for the distribution of short or ephemeral notes, lists, etc., including provisional versions of documents to be issued later in other series.



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PREFACE

Marketing is the last step in a chain of events of variable length: supplying consumers with products. As such, it also represents the decision of whether and to what extent the efforts of the preceding stages of production, processing and trade are remunerated. Despite marketing's fundamental importance for the economic performance of the fishery sector and generally growing interest in the subject, it appears that access to recorded experience and analysis relevant to fish marketing development and improvement is limited. The purpose of this bibliography is, therefore, to facilitate such access and in this way to provide an information service to marketing workers and others interested in the subject, to enhance the awareness of international experience.

One of the criteria in the selection of references has been the relative ease of access to the publication and therefore those contained in the FAO collection represent the major part of the bibliography. Some of the references may be considered outdated; they have been included to give an indication of developments to date and to allow comparisons in a historical context. For the marketing scientist, only some of the references will meet criteria of scientific analysis. Those which do not meet such standards are included for their informative value regarding situations where very little is known from other sources. This material should also be helpful for the organization of new investigations.

Also this second edition of the bibliography is published with a view to soliciting suggestions for additional entries or changes from its users, in this way making it a continuously available up-to-date tool for fish marketing development and study. Readers that wish to use this bibliography as a basis for their own collection and would therefore wish to receive it on diskette (WP 5.1 only) are invited to supply a diskette (3.5 inches) for this purpose or request transmission by e-mail where feasible.

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BIBLIOGRAPHY

1. Adekanye, T.O. Rural fish marketing in Africa: some empirical considerations from Nigeria. J.Rur.Dev. (Korea), 6(1):77-85. 5 ref. 7 tab. 1983.
Discusses the results of a case study of fish marketing undertaken in Nigeria in 1983. Results show that mostly women were involved, often receiving the fish from fishermen husbands, thus reducing role of middlemen.

2. Aguero, M. and A. Cruz. The economic impact of alternative investment and marketing decisions under varying conditions: A case of fish culture in the Philippines. In Towards an integrated management of tropical coastal resources. Proceedings of the ASEAN/US Technical Workshop on Integrated Tropical Coastal Zone Management, National University of Singapore, Singapore, Oct. 28-31, 1988. L. Chou et al. (eds.). ICLARM Conf. Proc., (22):267-276. 1991.
Decision theory and financial analysis were used to determine an investment and marketing strategy that would maximize returns for a grouper farm operating in the Philippines.

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A socioeconomic survey was carried out on a sample of 333 households from among the owners and operators of small waterbodies (ponds and ditches) in two subdistricts or thanas in the district of Gazipur and Sreepur. Provides information about fish markets in the two thanas.

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Report by an FAO Fellow from Nigeria on a study of achievements of Indian fisheries. Looks at Indian Fisheries Cooperative Marketing Organization, at wholesale and retail marketing and speculates on the outcome of transfer of Indian fisheries techniques to Nigeria.

6. Alamu, S.O. Assessment of women contribution to fish handling, processing and marketing in Jebba Lake basin. Annu.Rep.Natl.Inst.Freshwat.Fish.Res.Nigeria, 1989. p.164-170. 1990.
Surveys findings indicate that the role of women in the various stages of fishing operation in Jebba Lake basin, Nigeria is economically marginal in comparison to other developing countries such as Indonesia, where women feature prominently in fishing operations.

7. Alamu, S.O. Assessment of women contribution to fishing industry and fish marketing in Kainji Lake basin. Annu.Rep.Natl.Inst.Freshwat.Fish.Res.Nigeria, 1990. p.184-190. 1991.
Shows that there are many post-harvest activities in the fishing industry of the Kainji Lake basin in Nigeria in which women are expected to contribute substantially in order to raise the living standard of the family.

8. Alvarenga Sosa, N. et al. Tratamiento y comercialización de pescado. Asuncion (Paraguay), FAO. 1992. 128p. TCP/PAR/0051.
This document presents the results of the following activities that were conducted under this project: 1) a survey conducted in a fishery market, 2) an examination of the quality of fishery products, 3) an examination of the processing and handling of fish, 4) an examination of the organization and infrastructure of fish marketing and 5) an analysis of fish consumption. All in the context of Paraguay.

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Looks at the processing, handling and marketing of small scale fisheries and training activities in the field. Presents recommendations with regard to marketing strategy, institutional markets and processing infrastructures.

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Presents formal model of fisheries law enforcement by combining analytical frameworks of fisheries economics and the economics of crime. Enforcement costs are found to have a significant impact on trade in seafoods.

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A study of the marketing of fish and fishery products for local and export market in the People's Democratic Republic of Yemen. Provides recommendations with regard to the increase of fish consumption, the expansion of the export market, improvement of fish handling, and development of new products.

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19. Aquaculture Development and Coordination Programme. Women in aquaculture. Proceedings of the ADCP/NORAD Workshop on Women in Aquaculture, Rome, FAO, 13-16 April 1987. Rome, FAO. 1987. 123p. ADCP/REP/87/28.
Report and papers of the workshop.

20. Arrundale, J.F. Fish handling and marketing in the Mzuzu area of Malawi. Rome, FAO. 1980. 28p. DP/MLW/019. Field Doc.3.
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28. Bandaranaike, S.D. Patterns of seafood consumption and marketing in Townsville. Aust. Fish., 37(6):12-8. 8 fig. 1978.
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29. Bandaranaike, S.D. and J.W. Hampton. Seafood purchasing behaviour in Mount Isa. Aust. Fish., 38(8):17-22. 1979.
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Reviews strategies for sales promotion, planning of a promotion campaign, and presents a case study.

34. Benveniste, A. The Italian tuna market. In Seafood 90 Japan. Proceedings. International Conference on High-Value Seafood Products, Kyoto, Japan, 12-14 March 1990. London, Agra Europe. 1990. p.267-273
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An account is given of the general production and market characteristics of the fish farming industry in the Emilia-Romagna region of Italy.

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Japan's fisheries market is described, showing the transformations which have occurred in the last 20 years and the present trends.

42. Breuil, C. Fish handling, distribution and marketing in Ethiopia. Rome, FAO. 1990. 106p. TCP/ETH/0052.
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Gives background information on the trade in small pelagics species, especially mackerels, horsemackerels, herrings and silversmelts in Holland. Also focuses on Holland's position on the international scene.

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Examines marketing prospects for Red Sea demersal fishes, including processing, distribution and commercial trading procedures. Outlines an "Investment project based on the catching and marketing of Red Sea demersal fishes".

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Cites reports of government-sponsored research on the processing, nutritional value, storage, preparation, utilization, cost analysis and marketing of fish protein concentrates.

47. Bru, H. Commercialisation des poissons et fruits de mer en Haiti. Rome, FAO. 1991. 69p. DP/HAI/86/006. Doc. de travail.
Findings are presented of a mission conducted in Haiti in order to survey the current fish marketing system.

48. Bureau of Fisheries and Aquatic Resources, Quezon City (Philippines)/Bureau of Agricultural Economics, Quezon City. A survey on fish marketing in Iloilo, Bacolod and Zamboanga. Quezon City, Bureau of Agricultural Economics. 1978. 133p.
A survey of fish marketing in three trading centres, carried out on fishing boat operators, fish brokers, buyers and consumers. Presents results centre by centre, considering market structure, conduct and performance, and channels of distribution.

49. Burtonboy, A.H. Papel de las cooperativas en el mercadeo de productos pesqueros. In FAO/OEA, Seminario Regional FAO/OEA sobre Mercadeo de Productos Pesqueros, Lima, Perú, 9-30 de junio de 1976. 1976. 6p. MP/76/Doc.10 (Rev.).
Looks at the role of fishery cooperatives in marketing, basic conditions for their development, types of cooperatives, and structure.

50. Busuttil, C. and S. Busuttil. The fishing industry. In Malta: food, agriculture, fisheries and the environment. S. Busuttil (ed.). Options Mediterr.Ser.B., Etud.Rech., (7):113-120. 3 ref. 3 tab. 1 app. 1993. fr. Agricultures Mediterranéennes (v.2)
Describes the fishing industry of Malta, outlining local legislation, fishing fleets and fish markets.

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Investigates conditions under which these geographically and culturally dissimilar regions trade in fish products. Draws lessons regarding fisheries management and food supply for other small economies.

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Discusses Canada's groundfish industry and the direction it will be taking into the 1990s and outlines the marketing and production decisions that the industry is expected to make in 1990.

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Describes fresh fish marketing, distribution, and processing in the Moyen Ogooue region of Gabon.

54. Camara, S. and K. Denouvilliez. La commercialisation de la sardinelle braisée (Kétiakh) et fumée (Métorah) à partir de Joal. Doc.Tech.Pêches, (5):76p. Dakar, Pro-Pêche/ ATEPAS. 1991.
The results are presented of a project which examined levels of production and marketing of the sardinellas, different starting points of research and distribution and defining the role and importance of women in the production and marketing of the sardinellas.

55. Campleman, G., V. Perovic, and B. Simons. Fisheries and marketing in the Yemen Arab Republic. Rome, FAO. 1977. 85p. IOP.TECH/77/13/E.
Defines a development strategy for artisanal fisheries, proposes specific investment projects, and methods of implementation and administration. Among the mission proposals is a marketing component. The annex provides an overview of marketing of fish in the Yemen Arab Republic including proposals for capital investment.

56. Capps, O., Jr. Consumer expenditure patterns for fish and shellfish. Mar.Fish.Rev., 44(3):1-6. 19 ref. 1982.
Investigates nature and magnitude of the influence of price, household income, and socioeconomic and demographic variates on aggregate seafood expenditure in the US.

57. Carleton, C.R.C. Development of miscellaneous marine products in the South Pacific. INFOFISH Mark.Dig., (3):18-21. 1985.
Presents conclusions and recommendations of a study on the marketing possibilities of miscellaneous marine products: sharkfin, bêche-de-mer, commercial shells, giant clam, ornamental shells, aquarium fish, shark leather, and black and pink coral.

58. Carleton, C.R.C. Fish marketing and distribution in Fiji. Rome, FAO. 1981. 55p. DP/RAS/73/025. Field Doc.1.
Reviews fish marketing and distribution system in Fiji and makes recommendations for its improvement.

59. Carleton, C.R.C. Fish marketing and distribution in Tonga. Rome, FAO. 1982. 47p. 15 ref. DP/RAS/73/025. Field Doc.2.
Describes the marketing and distribution system in Tonga, using quantitative data to project a steady state model for ten years on. Makes a series of proposals for immediate action to assist in the transition period of a planned development project.

60. Carleton, C.R.C. Fish marketing and the prospects for market development in the Gulf area. Rome, FAO. 1980. 23p. DP/RAB/71/278/13. Ar.
A survey of marketing arrangements for fishery products in the Gulf region. Analyses constraints on marketing development and makes recommendations.

61. Carleton, C.R.C. Vanuatu. Fish preservation, transportation and marketing. Rome, FAO. 1982. 33p. DP/VAN/77/002. Field Doc.1.
Describes rural fisheries development programme for Vanuatu, with detailed information regarding operation and establishment of village fishing companies, fish preservation, transportation and marketing. Describes urban markets for fish and proposes means of improving supply and consumption of fish by improved marketing.

62. Carleton, C.R.C. and A.J. Wirth. Interregional Fisheries Development and Management Programme (WECAF Component). Report of mission to St. Lucia. WECAF Rep., (31):46p. 1980.
Analyses the current situation in St. Lucia, where the marketing and distribution system has acted as a constraint in the development of the fishing industry. Identifies shortcomings in existing market systems, proposes improvements, analyses fish consumption patterns.

63. Carleton, C.R.C. and M.S. Peña. Sudan. Fish marketing and processing. Rome, FAO. 1982. 74p. 14 fig. DP/SUD/79/001. Field Doc.1.
Describes present state of production and market sectors of the fishing industry and proposes a development strategy for a ten year period.

64. Carvalho, F.C. de, et al. Comercializacao de pescado no entreposto terminal de Sao Paulo 1970-89. Instituto de Economia Agricola, Informacoes Economicas, 21(1):17-34. 5 ref. 7 tab. 1991.
The Sao Paulo fish entrepot was set up in 1966. This study looks at the market statistics for Sao Paulo's fish wholesale market, analysing trends in quantities handled, real prices and the value of business during the period 1971-89.

65. Centro de Desenvolvimento de Recursos Humanos, Brasilia, Comercializaçao do peixe. Brasilia, Centro de Desenvolvimento de Recursos Humanos. 1977. 76p. COBAL-PNUD-FAO. BRA/76/016.
Handbook on fish marketing, covering aspects such as hygiene, presentation, management, information to the consumer. Includes an illustrated list of the principal commercial species.

66. Chaboud, C. Le mareyage au Sénégal. Doc.Sci.Cent.Rech.Océanogr.Dakar-Tiaroye (87):112. 40 fig. 42 tab. 1983. en.
A study of the fish wholesale trade in Senegal, including its historical evolution. Assesses fish consumption by region, describes fish trade from main landing centres and markets, reviews sociological characteristics of traders and their economic integration with fishermen. Outlines a methodology for surveys of landings prices and market prices.

67. Chaboud, C. and M. Kebe. La distribution en frais du poisson de mer au Sénégal: commerce traditionnel et interventions publiques. Cah.Scie.Humaines, 25(1/2):125-143. 28 ref. 1989. en.
Fish marketing channels in Senegal are analysed, highlighting the nature of interrelationships between various components of the fishing and fish marketing sectors.

68. Chang, K-C., I.R. Smith and M.S. Lizarondo. Economics of the Philippine milkfish resource system. Tokyo, UN University, 1982. 66p. 72 ref. 40 fig. 26 tab. Resource Systems Theory and Methodology Series, 4.
An overview of milkfish aquaculture in the Philippines with the scope of indicating where efficiency could be improved. Examines sub-systems - procurement, transformation and delivery. Major inefficiency is in transformation. Covers marketing practices and structure, marketing costs and prices and pricing efficiency.

69. Chaston, I. Marketing in fisheries and aquaculture.
Farnham (UK), Fishing News Books Ltd. 1983. 143p. 35 tab.
Describes how concepts and practice of modern marketing management can be applied to the fish industry. Early chapters focus on philosophy and mechanism of market need identification and satisfaction. Then reviews how the information thus gained can provide basis for product promotion.

70. Chauveau, J.P. and A. Samba. Market development, government interventions and the dynamics of the small-scale fishing sector: an historical perspective of the Senegalese case. Development & Change, 20(4):599-620. ref. 1 fig. 1989.
A historical account is given of the development of the Senegalese maritime artisanal fisheries.

71. Cheng, K.W.J. Marketing and utilization of inland culture fish in Hong Kong. In Indo-Pacific Fisheries Council, Proceedings of the 17th Session, Colombo, Sri Lanka, 27 Oct.-5 Nov. 1976. Section III. Bangkok, FAO RAFE. 1977. p.424-30.
Reviews the specialized marketing of inland culture fish, mainly carp. Imports from China are as high as 90% of consumption. Includes demand and utilization, costs, demand and supply projections.

72. Chimbuya, S., S.E. Mutsekwa and J.E. Reynolds. Fish marketing and consumption in Zimbabwe. In Marketing and consumption of fish in eastern and southern Africa: selected country studies. J.E. Reynolds (ed.). FAO Fish.Tech.Pap., (332):171-186. 4 tab. 1 fig. 1993.
Gives the background to the current situation in Zimbabwe, in terms of geography, food, nutrition, fishery sector and fishery production. Then examines its patterns of fish marketing and fish consumption and concludes with the proposals for development action.

73. Christensen, G. The development of fisheries in Bangladesh. In Report of the Agricultural Team for Bangladesh. Vol.II: Appendices. Rome, FAO. 1973. p.109-47. FAO/DEN/TF 96.
As part of a review of the situation in Bangladesh fisheries, marketing and distribution are covered.

74. C.N.R. Laboratorio di Tecnologia della Pesca. La pesca della Vongola "Venus gallina" nei suoi aspetti biologici, tecnologici, economico-sociali e commerciali. Convegno sulla pesca della Vongola "Venus gallina" nei suoi aspetti biologici tecnologici, economico-sociali e commerciali, Ancona 24 giugno 1975. Ancona, CNR. 1975. 45p. Incontri Tecnici CNR Lab. di Tec., vol.9.
Presents conference papers and proceedings. Topics include the marketing and distribution of Adriatic clams.

75. Coale, C.W., Jr., D.L. Long and J.M. Johnson. A seafood marketing firm: feasibility, management by objectives, a predictive economic model, and profitability based on predetermined goals. Blacksburg (US), Virginia Polytechnic Institute and State University, Dept. of Agricultural Economics. 1974. 60p. 5 ref. Miscellaneous Bulletin 204, Virginia Polytechnic Institute and State University.
Study of a firm in seafood marketing, analysing each profit centre of the business. Collects data for the purpose of formulating a managerial-economics model. Looks at the physical distribution system for seafood and seafood products.

76. Coburn, A.H. Planning to expand markets in developed countries. In Fishery products, R. Kreuzer (ed.). Surrey (UK), Fishing News (Books) Ltd., for FAO. 1974. p.348-52.
Blames fishing crisis on lack of planning, looks at what planning can achieve - with particular reference to frozen fish in the UK - and proposes international collaboration in the regulation of catches.

77. COFI. 15th Session, Rome, FAO, 10-19 October International trade in fish and fishery products. Rome, FAO. 1983. 9p. COFI/83/9.
Brief analysis of structure of international trade in fish and fishery products. Identifies needs and possibilities for action to improve participation of developing countries in international trade.

78. COFI. 16th Session, Rome, FAO, 22-26 April 1985. Multilateral framework for consultation of international trade in fishery products. Rome, FAO. 1985. 28p. COFI/85/5.
Provides information on the possible establishment of a multilateral framework for consultations on international trade in fish and fishery products.

79. Couty, P. Pêche et commerce des produits de la mer à Madagascar. Dakar, Sénégal, ORSTOM. 1969. 99p. 4p. ref. PNUD/SF MAG/15-2.
Gives general outline of maritime fisheries in Madagascar, demand, marketing and trends. Then looks more closely at the marketing system, both domestic and export.

80. Cramon Taubel, S. von, H. Koch. Die moglichkeiten und grenzen des absatzes von mastaalen aus landwirtschaftlichen aquakulturbetrieben am bundesdeutschen markt. (The possibilities and limits for sales of eels from fish farms to the GFR market.) Berichte uber Landwirtschaft. 67(7):111-126. 17 ref. 6 fig. 6 tab. 1989. en., fr.
Discusses eel farming and marketing in the GFR as a new income generating activity. Data from the period 1976-86 are used, but the framework conditions for eel farming have been presented in line with the eel market in the 1990s.

81. Crouch, G. Strategic directions in New South Wales fish marketing. Aust.Fish., 52(4):5-7. 1993.
Describes the financial problems faced by the NSW Fish Marketing Authority in the rebuilding of the Sydney Fish Market. A huge burden was owed to the government, and there was uncertainty whether to retain or sell the market, the author argues that a central fish market is essential in the marketing of seafood.

82. Curr, C. Augmentation de la commercialisation interne des produits halieutiques à Madagascar. Rome, FAO. 1990. 59p. MAG/85/014.
Presents conclusions and recommendations in regard to the marketing and consumption of fish products in Madagascar's domestic market.

83. Da Costa, A.A. Programa de Investigaciones y Fomento Pesqueros. México. Aprovechamiento del pescado y desarrollo de sus sistemas de mercadeo. México, FAO. 1973. 59p. SF/MEX 15. Informe Técnico 4.
Presents a general analysis of infrastructures for handling and processing of fishery products with the distribution and marketing systems. Includes quality control.

84. Dampha, N.J. and J.E. Reynolds. Fish marketing and consumption in Burundi. In Marketing and consumption of fish in eastern and southern Africa: selected country studies. J.E. Reynolds (ed.). FAO Fish.Tech.Pap., (332):27-42. 7 tab. 1 fig. 1993.
Gives the background to the current situation in Burundi, in terms of geography, food, nutrition, fishery sector and fishery production. Then examines her patterns of fish marketing and fish consumption, and concludes with proposals for development action.

85. Deme, M. Les exportations des poissons de la pêche artisanale sénégalaise. Doc.Sci.Cent.Rech.Océanogr.Dakar-Tiaroye, (85):128. 1983. en.
A study of fish exports of Senegalese artisanal fisheries. Describes supply networks to factories. Highlights the social and economic impact of artisanal fisheries.

86. Dhatemwa, C.M. Fish processing and marketing in Uganda: institutional aspects. In Compilation of the papers presented at the Technical Consultation on Lakes Edward and Mobutu shared between Zaire and Uganda, Kampala, Uganda 17-21 Sept., 1990. G. Ssentongo (ed.). Bujumbura (Burundi), FAO/UNDP. 1992. p.36-45. RAF/87/099-WP/10/92(En)
Describes fish production, fresh fish distribution and fish marketing in Uganda. Also focuses on the need to harmonise fish trade with Zaire to ensure revenue to both governments.

87. Diomande, L. Cameroun. Rapport prepare pour le projet Traitement et commercialisation du poisson au Cameroun. Rome, FAO. 1992. 50p. TCP/CMR/0053 Doc. de travail.
Report describes project activities conducted in the Cameroon regarding the improvement of processing and marketing fishery products.

88. Donaldson, W.J. Fishing and fish marketing in Northern Oman. A thesis submitted for the degree of Ph.D. in the University of Durham. Pt.1: Development, fisheries and the case of Oman. Pt.2: The fisheries of northern Oman in the mid-1970s: the field survey data. Pt.3: Fisheries development and fisheries policy. 1979. 17p. ref.
Assesses northern Omani fisheries and the extent to which they can contribute to Oman's development. Presents the results of a detailed field survey conducted 1974-6. Looks in detail at marketing, handling, distribution, transport, traders and prices.

89. Dreosti, G.M. The future of powdered fish products. In Fishery products, R. Kreuzer (ed.). Surrey (UK), Fishing News (Books) Ltd., for FAO. 1974. p.100-6.
Deals with fish meal, milk replacer solids and fish protein concentrate separately, highlighting raw materials, production, storage and utilization. Outlines practices and developments.

90. Earl, W.H., D.H. Allen and L. Kindleysides. Simulation modelling of frozen food distribution - retail operations and their effect on quality. In Storage lives of chilled and frozen fish products. Proceedings of meetings of Commissions C2 and D3 (Oct.1-3, 1985), Aberdeen UK. Refrig.Sci.Technol., 60(4):153-9. 1985.
Describes progress in University of Stirling project entitled "Systems modelling of refrigerated food distribution". Aims at modelling interactions in frozen food distribution - sales demand, product type, stock rotation procedure, temperature, quality factors - so effects of proposed changes can be tested and benefits of new approaches analysed.

91. Eddie, G.C. Engineering, economics and fisheries management. Farnham (UK), Fishing News Books. 1983. 107p. 48 ref.
Fisheries technology and fisheries management are covered under the following chapters: techno-economic considerations; the nature of fishing enterprises; technical development in the fisheries; engineers in government and technical development and world food supplies.

92. Eddie, G.C. Road transport of fish and fishery products. FAO Fish.Tech.Pap., (232):54p. 34 ref. 1983. Es., Fr.
Reviews basic requirements for road transport of fish and fish products - design of vehicles and organization and management of a road transport fleet.

93. Eddie, G.C. Support and development of the retail trade in perishable fishery products. FAO Fish.Tech.Pap., (235):53p. 26 ref. 1983. Es., Fr.
Describes systems of selling fresh fish and principles which should govern their design and operation. Covers itinerant selling, market stalls, specialized shops and supermarkets.

94. Edin, S. and C. Ydell. The role of the railway in marketing of fish on the east coast of India. National Swedish Board of Fisheries, Fish.Dev.Ser., (60):62p. 1991.
The findings are presented of a study conducted to determine the role of Indian railways in the marketing of fish from East Coast states: Andhra Pradesh, Tamil Nadu, Orissa and West Bengal.

95. ESCAP. Handling, marketing and consumption of aquaculture products in China. Report of a study tour in China (14-30 Sept.1982). Bangkok, ESCAP. 1983. 53p. 11 ref. 6 tab. 10 fig.
One of the constraints to development of aquaculture production in Asia is that of lack of demand for freshwater fish due to inadequate handling, marketing and preparation. As this is not the case in China, a study tour was organized to show Chinese methods. This document incorporates information gathered during the tour. Deals specifically with post-harvest handling, marketing and pricing systems.

96. Esporlas, A.E. The seasonality of fishing, marketing and processing. In Small-scale fisheries of San Miguel Bay, Philippines: social aspects of production and marketing. Bailey, C. (ed.). ICLARM Tech.Rep., (9) :14-24. 10 ref. 1982.
Discusses effect of seasonal nature of fishing on marketing patterns and on the activities of fish processors. Relates marketing relationships to community size, number of buyers and availability of transportation.

97. Espoz Espoz, M. Introdución a la pesca argentina. Su rol en la economia nacional y mundial. Mar del Plata, Fundación Atlántica. 1985. 336p.
Chapter IV of this review of the national and international role of Argentinian fisheries deals with various aspects of marketing, both internal and external.

98. Essuman, K.M. Fermented fish in Africa. A study on processing, marketing and consumption. FAO Fish.Tech.Pap., (329):80p. 50 ref. 9 tab. 10 fig. 43 pl. 1992. Fr.
This paper is based on surveys carried out in Burundi, Chad, Côte d'Ivoire, The Gambia, Ghana, Mali, Senegal, The Sudan and Uganda to identify the various types of fermented fishery products, their processing characteristics and economic importance.

99. Eugine, T. Credit, labour and marketing relations on traditional marine fish economy of Colachel (Kanyakumari district). Econ.Affairs Calcutta, 35(4):248-254. 12 ref. 1 tab. 1990.
This paper investigates the extent of interlinkage between credit, labour and marketing relations and its impact on the traditional marine fishing economy.

100. FAO. Barter trade possibilities and fish export promotion. Technical Consultation on Fish Trade Matters, Rome, 28-31 January 1985. Rome, FAO. 1985. 7p. FTM/85/6.
Summarizes counter trade practices in Eastern European countries, in order to provide guidance for identification of possibilities offered by barter trade for expansion of fish exports from developing countries.

101. FAO. Comercialización de productos pesqueros. Suplemento al Informe de la Mesa Redonda sobre Comercialización de Productos Pesqueros en Grandes Areas Urbanas de América Latina, Sao Paulo, Brasil, 6-10 April 1992. Santiago, FAO. 1993. 112p. RLAC/93/04-MERC-29.
Presents the studies done in 5 Latin American cities; Buenos Aires, Sao Paulo, Santafé de Bogota, Santiago and Mexico. In each study, there is a description of the fish marketing system, an analysis of existing problems with conclusions and recommendations.

102. FAO. Comercialización y aprovechamiento del pescado, Perú. Resultados y recomendaciones del proyecto. Informe terminal. Rome, FAO. 1976. 45p. DP/PER/69/535.
Final report of a project regarding fish marketing and utilization in Peru. Recommendations cover processing, quality control, and marketing, both domestic and foreign.

103. FAO. Development in the terms of trade for fishery production. Technical Consultation on Fish Trade Matters, Rome, 28-31 January 1985. Rome, FAO. 1984. 11p. Es., Fr. FTM/85/5.
Presents an analysis of changes between 1971 and 1981 of terms of trade (net barter terms of trade and income terms of trade) for fishery products of the leading 15 fish-exporting developing countries.

104. FAO. Développement du secteur des pêches. Djibouti. Rome, FAO. 1984. 138p. 25 ref. TCP/DJI/2304.
A mission report separated into two sections: the first looks at fisheries sector in Djibouti and evaluates the impact of development projects; the second looks at project proposal, one of whose elements is marketing and promotion of fish.

105. FAO. Fish by-catch. Bonus from the sea. Report of a Technical Consultation on Shrimp By-catch Utilization held in Georgetown, Guyana, 27-30 October 1981. DRC-198e. 1981.
Papers for a technical consultation, including a section on "Marketing, Economic and Resource-Management Aspects".

106. FAO. Fish market surveys in Kuwait, Oman, and the United Arab Emirates. Rome, FAO. 1980. 61p. DP/RAB/71/278/17.
Consists of three reports of surveys of market activities. Part 1 is a review of fish market statistics in Kuwait; part 2 covers fish landings by Houri fishermen at the fish souk in Muttrah (Oman); part 3 is a fish market survey on the West Coast of the United Arab Emirates in May and June 1978.

107. FAO. Fish processing in Africa. Proceedings of the FAO Expert Consultation on Fish Technology in Africa, Lusaka, Zambia, 21-25 January, 1985. FAO Fish.Rep., (329) suppl.: 474. 1986. Fr.
Contains 54 papers presented. Session 4 covers "Marketing of Fish and Fishery Products.

108. FAO. Fishery Marketing Advisory Service, Brazil. Project findings and recommendations. Rome, FAO. 1985. 22p. DP/BRA/78/004. Terminal Report 2. Reviews the various activities of the project, with particular emphasis on COPELCO (Cooperativa Mista Regional de Pesca de Luis Correia Ltda) as part of the National Plan for Fisheries Cooperatives, and on its activities in marketing, handling and distribution.

109. FAO. Fishing ports and markets. London, Fishing News (Books) Ltd. 1970. 396p. Es., Fr. Papers of the FAO Conference on Fishing Ports and Port Markets, Bremen, 1968. The scope of the conference was to discuss the problems of harbour development. Includes papers regarding the construction and layout of market halls, market and auction systems, unloading and handling facilities, processing and transportation facilities, and administration and management of port markets.

110. FAO. Informe de la Consulta de Expertos sobre Tecnología de Productos Pesqueros en América Latina, Ciudad de México, 13-16 de diciembre de 1983. FAO Inf. Pesca, (340):22p. FAO Inf.Pesca, (340)suppl.:303p. 1985.
Report and supplement containing papers presented. One section considers product development and market investigation.

111. FAO. Informe de la Consulta Técnica sobre Utilización y Mercadeo de Pescado en América Latina, Santiago, Chile, 1-5 Dec. 1986. FAO Inf.Pesca, (421):29p. 1989.
Describes the topics discussed at the Consultation, which was aimed at encouraging technical cooperation between countries in the Latin America region regarding the fish marketing sector.

112. FAO. Investigation of prices and margins for fish sold to National Cold Chain Operations (NCCO) by the Tanzania Fisheries Corporation (TAFICO). Dar-es-Salaam, FAO. 1978. 12p.+app.IV. URT/78/016.
Report on the activities of the National Cold Chain Operations and the Tanzania Fisheries Corporation.

113. FAO. Possibilities to improve the structure of international trade in fish and fishery products. Technical Consultation on Fish Trade Matters. Rome, FAO. 1984. 11p. FTM/85/4.
Reviews constraints to trade of selected value-added fishery products in major European markets.

114. FAO. Proceedings of the First East-West Fisheries Conference, St. Petersburg, Russian Federation, 20-22 May 1993. London, Agra Europe, 1993. 128p.
The papers and proceedings of the conference are presented.

115. FAO. Proceedings of the FAO Expert Consultation on Fish Technology in Africa, Casablanca, Morocco, 7-11 June 1982. FAO Fish.Rep., (268) Suppl.:288. 1982. Fr.
Consultation reviewed progress of fisheries technology in Africa. Session IV covers "Marketing of fish and fishery products in Africa".

116. FAO. Promotion of exports of value-added fishery products from INFOFISH member countries, Asia and the Pacific region: Fiji, India, Malaysia, Maldives, Samoa, Solomon Islands and Thailand. Rome, FAO. 1989. 9p. TCP/RAS/6653.
Describes the projects activities, the main objectives being to identify product and market opportunities for value-added fishery products, assist in the pilot production and marketing trials of value-added products and strengthen technical cooperation among developing countries.

117. FAO. Report on the CIDA/FAO/CECAF Workshop on Fishery Development Planning and Management. Rome, FAO. 1980. 484p. TF/INT 180 (b) (CAN)
A workshop held to educate fisheries managers and planners in the CECAF countries in the latest techniques, methodology and practices of fisheries management and development planning and to discuss common problems.

118. FAO. Report of the FAO/NORAD Round Table Discussion on Expanding the Utilization of Marine Fishery Resources for Human Consumption, Svanoy, Norway, 25 August to 4 September 1975. FAO Fish.Rep., (175):47p. 1975.
Looks at present utilization of fishery resources for human consumption, fishery product processing techniques, and production costs. Annexes consider marketing possibilities of various fishery products.

119. FAO. Report of the Regional Workshop on Fisheries Development Policies (Planning, Marketing, Credit), Cairo, Egypt, 6-16 June 1993. Cairo, FAO. 1994. 50p.
Working sessions and discussions of the workshop are presented, its objectives being to promote national expertise in planning, marketing and credit, briefing the participants on scientific techniques of fisheries development and surveying and analyzing conditions prevailing in the participating countries with the idea of improving fisheries development.

120. FAO. Report of the Technical Consultation on the Latin American Hake Industry, Montevideo, Uruguay, 24-28 October 1977. FAO Fish.Rep., 203:69p. FAO Fish.Rep., (203) Suppl.1:266p. 1978. Es.
Looks at the hake industry in Latin America and potential buyers. A substantial growth in exports to North American and European markets predicts a bright future. Discussions at meeting cover resources and catching methods; technological characteristics; quality control and marketing. Report includes abstracts of the 37 papers presented at the consultation. Supplement contains selected papers.

121. FAO. Report on the Training Course for Fish Marketing Personnel, held at the Institute of Fish Technology, Colombo, Sri Lanka, 18-27 April 1979. Rome, FAO. 1979. 17p. GCP/INT/118 (SWE).
Report of a course which concentrated primarily on topics relevant to domestic fish marketing in Sri Lanka: procurement, handling and storage, processing, distribution, pricing and sales, and promotion.

122. FAO. Report of the Workshop on Fishery Credit and Marketing Development. Bangkok, Thailand, 13-17 Nov. 1989. FAO Fish.Rep., 435:86p. 1990.
The report gives an account of the issues discussed at the workshop. Conclusions, recommendations and follow-up proposals are reported. Supplements to the report give a summary of presentations of workshop participants and guidelines for fish marketing development.

123. FAO. Selected publications on the technology of fish utilization and marketing. FAO Fish.Circ., (136) Rev.1:57p. 1977. Es., Fr.
A selected bibliography covering a variety of topics, including quality control, handling, processing, distribution, and marketing. Annex presents a list of serial publications in the field.

124. FAO. The Sudan. The Sudd fisheries: potential and prospects. Report of the seminar in Juba, the Sudan, 24-28 November 1981. Rome, FAO. 1982. 79p. DP/SUD/79/001.
Report and papers of the seminar. Subjects covered include handling and marketing.

125. FAO. Technical Conference on Fishery Management and Development. Vancouver, Canada, Feb.13-23, 1973. Proceedings. T.Fish.Res.Board Canada 30(12):1925-2537. 1973.
Proceedings of the conference, whose objective was the centralization of worldwide information and experiences regarding fishery management and development. Contains papers of interest to marketing.

126. FAO. Rural Institutions Division, Report on FAO Conference on Agricultural Marketing for the English-speaking Countries of the Caribbean Area, held at Kingstown, St. Vincent, 1-9 December 1969. Rome, FAO. 1970. 41p. RU:MTC/69/Report.
Describes the main problems in agricultural marketing in the Caribbean area and proposes action for improvement. Contains a chapter on "The Marketing of Fish and Fish Products in the Caribbean"

127. FAO/Ministry of Agriculture and Cooperatives, Thailand. Thai freshwater prawn and brine shrimp farming. Report on a study of economics, marketing and processing requirements. Bangpagang (Thailand). 1980. 123p. 11 ref. THA/75/008/80/WP17.
Presents the results of market research studies to determine domestic distribution and sales characteristics, export market potential, and processing and packaging techniques to maintain quality standards for export in freshwater prawn farming. Also covers the production, processing and marketing of brine shrimps.

128. FAO/OEA. Informe del Seminario Regional FAO/OEA sobre mercadeo de Productos Pesqueros, Lima, Perú, 9-30 de junio de 1976. FAO Inf.Pesca, (177):36p. 1976.
The seminar covers problems of internal and external marketing of fishery products in the context of the need for development in this field. This document presents discussions and recommendations of the seminar.

129. Farhani, B. Les marchés hors-projet du lac Kivu en 1990: offre, prix et demande. Gisenyi (Rwanda), FAO. 1991. 26p. RWA/87/012/DOC/TRA/42.
This study of non-project markets on Lake Kivu examines demand, human and material infrastructures, the price structure, the elements that affect the determination of price.

130. Faria, S.M. The Northeast Seafood Book. A manual of seafood products, marketing, and utilization. Boston (US), Massachusetts Division of Marine Fisheries. 1984. 269p.
Looks at seafood generally: its production, processing, distribution, marketing, pricing and quality control. Looks at different types of products, at nutritional aspects, public health controls, and cooking.

131. Feidi, I. Arab Republic of Egypt. Economics of production, transport and marketing of the Lake Nasser fisheries. Rome, FAO. 1975. 78p. 29 tab. 27 fig. DP EGY/66/558/12.
Looks at fish collection and transportation, marketing in various areas, together with suggestions to increase marketing efficiency, and recommendations regarding the whole field, from landing to marketing.

132. Fernando, S. The marketing system in the small-scale fishery of Sri Lanka: does the middleman exploit the fisherman? In Small-scale fisheries in Asia: socio-economic analysis and policy, T. Panayotou. Ottawa, Ontario, IDRC. 1985. p.185-96.
Investigates theory that marketing structure should be held responsible for low prices paid by consumer. Do middlemen traders make excessive make excessive profits? Evaluates profits of two different types of middlemen - assemblers and retailers - and the level of profit earned.

133. Fisher, W.L. and A.E. Measuring recreational fisheries values. In Warmwater Fisheries Symposium 1, Scottsdale, Arizona (USA), June 4-8, 1991. Rocky Mountains Forest Range Experiment Station, USDA Forest Service. General Tech.Rep., (RM-207):343-349. 16 ref. 1 fig. 2 tab. 1991.
This paper is designed for fisheries managers who must have measures of fisheries values. There is a brief discussion of value, and how it is related to prices, markets and non-market goods, followed by how surveys can be used to measure economic values.

134. FishExpo '76 Seminar. Report of Proceedings, Melbourne 21-23 Sept., 1976. Canberra, Dept.of Primary Industry, Australian Government Publishing Service. 1977. 762p.
Report and papers of a seminar whose theme was "The catching, processing and marketing of fish".

135. Fontana, J. Le marché Ivoirien des petits pelagiques congelés. In Conference Proceedings. World Conference on Small Pelagics/Compte-rendus de la Conférence. Conférence Mondiale sur les Petits Poissons Pelagiques, Abidjan, Côte d'Ivoire, 10-12 June 1991. Abidjan, INFOPECHE. 1991. p.127-135. en.
Describes the small pelagic market in Côte d'Ivoire. Outlines factors that affect imports and argues that the future development of fishery in Côte d'Ivoire will be linked to the successful negotiation of licensing in neighbouring countries, training of fishermen and development of aquaculture.

136. Forrest, D.M. Eel capture, culture, processing and marketing. Farnham, (UK), Fishing News (Books) Ltd. 1976. 205p. 4p. ref.
The section on eel marketing looks at weight and value of wild eels caught annually, average prices, exports. Also comments on European wholesale markets by country.

137. Fouéré, J.F. Yemen Arab Republic. Summary of marketing surveys and activities. Rome, FAO. 1975. DP 9/10 YEM/003/02.
Presents results of surveys regarding infrastructures - retail markets, transport, storage, auctions, distribution, processing.

138. Franssu, L. de. Le marché mondial des petits pelagiques en conserve. In Conference Proceedings. World Conference on Small Pelagics/Compte-rendus de la Conférence. Conférence Mondiale sur les Petits Poissons Pelagiques, Abidjan, Côte d'Ivoire, 10-12 June 1991. Abidjan, INFOPECHE. 1991. p.151-160. en.
Gives an overview of the world market for canned small pelagics. Increasing competition from frozen fish and canned tuna, higher production costs and other factors has adversely affected the world canned small pelagics industry for the past ten years.

139. Frost, H. and P. Andersen. Seafood trade, fishing industry structure and fish stocks: the economic interaction. Proceedings of the Fourth International Institute of Fisheries Economics and Trade Conference, Esberg, Denmark, 7-12 Aug. 1988. Esberg, Univ. Cent. South Jutland. 1990. 2v.
Lists the papers that were presented at the conference. Examines such areas as: trade, fishing industry structure, resources, aquaculture and development.

140. Gay, S. Le marché italien de céphalopodes congelés. In Textes des exposés présentes à Agadir 87. Rencontre Internationale Entre Exportateurs Marocains et Acheteurs Internationaux de Poisson, Agadir, Maroc, 24-27 Nov. 1987. Agadir, INFOPECHE. 1987. p.33-34.
Describes the Italian market for cephalopods and how consumers preferences have changed, from buying whole fresh fish to buying frozen, cleaned and ready to prepare fish products. Also examines imports where over 60% comes from Thailand.

141. GFCM. Marketing of fresh and frozen fish in Mediterranean countries. Stud.Rev.Gen. Fish.Coun.Mediterr., (50):137p. Marketing of fresh and frozen fish in Mediterranean countries/Italy. Stud.Rev.Gen.Fish.Coun.Mediterr., (50) Suppl.: 24p. 1970. Fr.
Presents the results of a survey on fresh and frozen fish marketing in countries bordering the Mediterranean. The general section covers supply and demand, distribution methods, margins and costs of distribution and fish consumption, followed by country surveys.

142. GFCM. Report of the Technical Consultation on the Utilization of Small Pelagic Species in the Mediterranean Area, Madrid, 11-14 May 1981. FAO Fish.Rep., (252):159p. 1981. Fr.
Presents final report of the consultation, whose major topics included status of the small pelagic fish industry, handling on board and unloading, processing, promotion of consumption, market expansion and requirements for market research, and possibilities of regional collaboration for a better utilization of small pelagic resources.

143. GFCM. Report of the Second Technical Consultation on the Utilization of Small Pelagic Species in the Mediterranean Area, Zadar, Yugoslavia, 7-10 May 1985. FAO Fish.Rep., (331): 202p. 1985. Fr.
Report and papers of the consultation, which considered the results of a regional programme of research on better utilization of small pelagic species: handling on board, processing and marketing problems.

144. GFCM. Report of the Third Technical Consultation on the Utilization of Small Pelagic Species in the Mediterranean Area, Amalfi, Italy, 6-10 October 1987. FAO Fish.Rep., (390):215p. 1987. Fr.
Reviews and discusses status and outlook of marketing of small pelagic fish and related products. Particular attention is paid to consumption, promotion, handling and processing of small pelagic species and to research into the development of new improved products.

145. Giudicelli, M. La langouste, sa biologie et sa pêche, le stockage de la langouste tropicale vivante, son conditionnement et son exportation. v.1: Texte. v.2: Planches. Talence (France), Université de Bordeaux. 1971. v.1:225p. v.2:145p. 17p. ref. Thèse.
Looks at the biology, capture, conservation, transport, and marketing of live lobsters. Economic aspects of marketing, international supply and demand, and market studies regarding organization of new export systems.

146. Gladwin, H. Indigenous knowledge of fish processing and marketing utilized by women traders of Cape Coast, Ghana. In Indigenous knowledge systems and development. D.W. Brokensha, D.M. Warren and G. Warner(eds.) Lanham, MD, University Press of America. 1980. p.131-50.
Examines common assertions in regard to the case of Fante women fish sellers of Cape Coast, such as their lack of economic ability, their monopolistic control over market prices, their excessive profits and waste of capital, from the perspective of the knowledge system they use.

147. Gnielinski, S. von. Côte d'Ivoire. Aspects sociologiques et économiques de la pêche du Lac Kossou. Rome, FAO. 1979. 30p. 2p. ref. DP/IVC/77/006/1.
A study of the socio-economic aspects of fishing on Lake Kossou, containing comments on marketing possibilities.

148. Gonzalez-Manero, C. Fishery Development Project, Mauritius. Marketing of fishery products. Rome. FAO. 1971. 31p. 11 ref. FI:SF/MAR 5. Tech. Rep. 1.
Report of a project to develop the fishing industry in Mauritius and to carry out marketing studies. Reviews the marketing situation and recommends the reduction of fish imports and improvement of retail price elasticity. Local production of good salted fish should be increased in order to avoid its importation.

149. Gopalakrishna Iyer, T.S. et al. Quality of fish in retail markets of Bombay. Fish.Technol. Soc.Fish.Technol.Cochin, 23(1): 78-83. 15 ref. 1986.
Reviews a study carried out on the quality of fresh fish in retail markets of Bombay which revealed only 75% of samples of acceptable quality. Also discusses quality of fish in different markets.

150. Gordon, D.V., K.G. Salvanes and F. Atkins. A fish is a fish is a fish? Testing for market linkages on the Paris fish market. Mar.Resour.Econ., 8(4):331-343. 1993.
Applies both the Engle-Granger and Johansen cointegration test procedures to determine the existence of market linkage among high-valued and low-valued fish species using monthly average wholesale price data recorded on the Paris fish market.

151. Goudswaard, P.C. and S.K. Avoke. Landing, recording and trading of processed fish in Yeji weekly market. Yeji (Ghana), FAO/UNDP. 1993. 45p. GHA/88/004.
Details are given of the recording systems used to obtain and process fish landings data at the various Lake Volta fish markets in Ghana.

152. Goujet, R., B. Loovoet and M.J. Da Veiga Coutinho. Commerce et transformation du poisson a Dixinn (Conakry): elements d'analysis historique, sociologique et économique. Doc.Sci.Cent.Rech.Halieut.Boussoura, (17):79p. 1992. en.
The paper's aim is to focus exclusively on women operating in the fishing sector in a specific urban section of Conakry city. Results present the history of fish processing and marketing and the social and economic rationale that regulate these activities.

153. Grantham, G.J. The utilization of krill. Rome, FAO. 1977. 61p. 10p. ref. 16 tab. Es. GLO/SO/77/3.
A survey of current knowledge of biochemistry, processing and marketing of Antarctic krill. The section on products and markets looks in detail at various krill products, their acceptability and marketing possibilities.

154. Guerrero, C.V. Bangus (Chanos chanos) marketing in the Philippines. In Indo-Pacific Fisheries Council, Proceedings of the 17th Indo-Pacific Fisheries Council. Bangkok, FAO RAFE. 1977. p.431-6. 4 fig. 12 tab.
Presents data on bangus marketing obtained from interviews with producers and dealers.

155. Guest, W.C. and J.A. Prentice. Transportation techniques for blue-back herring. Prog.Fish.Cultur., 44(4):183-5. 8 ref. 1982.
Study of methods, concentrations and kinds of anaesthetics appropriate for use in hauling water for the successful air or truck transport of blueback herring.

156. Gunn, E.A., H.H. Millar and S.M. Newbold. Planning harvesting and marketing activities for integrated fishing firms under an enterprise allocation scheme. Eur.J. Oper.Res., 55(2):243-259. 1991.
This paper focuses on the tactical planning problem for integrated fishing enterprises operating in Canada's Atlantic groundfish industry.

157. Halbrendt, C., J.R. Bacon and J. Pesek. Weighted least squares analysis for conjoint studies: the case of hybrid striped bass. Agribusiness 8(2):187-198. 14 ref. 1992.
Weighted least squares approach for conjoint analysis was used to examine buyer preferences towards farm raised hybrid striped bass in the USA.

158. Halbrendt, C.K., F.F. Wirth and G.F. Vaughn. Conjoint analysis of the mid-Atlantic food-fish market for farm-raised hybrid striped bass. Sthern.J.Agri.Econ., 23(1): 155-163. 13 ref. 8 tab. 1991.
Gives the results of a survey done in 1989 to examine buyer's preferences towards farm-raised striped bass at the wholesale, retail and restaurant levels.

159. Hamlisch, R. et al. Peru. Evaluation of the parastatal system of domestic marketing of fisheries products. Rome, FAO. 1981. 60p. 9 tab. Es.
EPSEP (Public Enterprise for Fisheries Services) was set up in 1971 with the scope of developing fishery products industries and increasing the utilization and marketing of low cost fish. This report evaluates its operations.

160. Hanek, G. Le rôle des femmes dans la pêche de la République du Cap-Vert. Praia, FAO/UNDP. 1986. 47p. 24 ref. 11 tab. 10 fig. CVI/82/003/RAPP/TEC/20. Fr, Pt.
Studies role of women in fisheries of Cape Verde. Deals with production and processing, distribution and transportation, supply and prices, costs, losses and revenue.

161. Hannesson, R. The effects of a fishermen's monopoly in the market for unprocessed fish. Mar.Res.Econ., 2(1):75-85. 1985.
Considers the effects of granting a fishermen's sales organization exclusive rights to sell unprocessed fish.

162. Hannesson, R. A market model for fish products. Centre for Fisheries Economics, Norwegian School of Economics and Business Administration, Working paper, (105/93):25p. 2 ref. Bergen-Sandviken, University of Oslo, 1993.
To trace and quantify the repercussions of a change in catch in a particular country or demand conditions in a particular market, a numerical model accounting for how markets interact is needed. This paper presents such a model, and applies it to the trade in cod products.

163. Hara, M. and B.J. Makoko. Case for improving marketing of fish in Malawi. In Proceedings of the Symposium on Post harvest Fish Technology/Compte Rendu du Colloque sur la Technologie du Poisson après Capture, Cairo, Egypt, 21-22 Oct. 1990. F. Teutscher (ed.). CIFA Tech.Pap., (19):35-39. Rome, FAO. 1992. fr.
Argues that the post-harvest sector of the Malawi fish industry has essentially remained underdeveloped due to emphasis being more on production rather than consumption. As a result, marketing has been a neglected area of the industry.

164. Hara, M. and J.E. Reynolds. Fish marketing and consumption in Malawi. In Marketing and consumption of fish in eastern and southern Africa: selected country studies. J.E. Reynolds (ed.). FAO Fish.Tech.Pap., (332):63-83. 8 tab. 1 fig. 1993.
Gives the background to the current situation in Malawi, in terms of geography, food, nutrition, fishery sector and fishery production. Then examines her patterns of fish marketing and fish consumption and concludes with proposals for development action.

165. Hatch, U. and H. Kinnucan (eds.). Aquaculture: models and economics. Boulder (USA), Westview Press. 1993. 288p. ref. tab. fig.
Addresses critical issues concerning profitability, market acceptance and economic modelling of various aquaculture products. One part of this four part book is titled "Marketing Applications."

166. Hayes, R.G. Fisheries trade: the trade establishment. In Proceedings of the International Seafood Trade Conference, Sept.8-12, 1982, Anchorage, Alaska, B.R. Melteff (ed.). Fairbanks, University of Alaska. 1983. p.331-40.
Identifies the US government bureaucracy that deals with fisheries trade and describes its interaction with the US fishing industry.

167. Haywood, K.H. and E. Ruckes. A business management game for training of fish marketing personnel. In Applied operations research in fishing. K. Brian Hale (ed.) New York, London, Plenum Press. 1981. p.261-72. 11 ref.
A review of training opportunities provided by FAO and WFA, of characteristics of management games, and a report of a game run at the FAO/SIDA training course for fish marketing personnel in Sri Lanka. Analyses educational advantages and limitations.

168. Hoeven, J.J. van der and Y.L. Budeba. A marketing study on the Tanzanian part of Lake Victoria: the Mwaloni Kirumba market, Mwanza and the export market for fresh fish and fillet. Bujumbura (Burundi), FAO/UNDP. 1993. 83p. RAF/87/099.
Presents the results of a marketing study: the 1st part of the study concentrated on Mwaloni Kirumba a major trading centre for fresh and processed fish. The 2nd part of the study assessed exports of fresh and filleted fish from the lake.

169. Hoof, L. van. Small-scale fish production and marketing in Shenge, Sierra Leone. Cotonou (Benin), IDAF Project. 1986. 34p. 9 ref. IDAF/WP/12.
Review of small-scale fish production and marketing in Shenge. Covers in particular women processors and processor-traders.

170. Hopkins, M.L. and K.D. Hopkins. Tilapia marketing tests in Kuwait. In Proceedings of the First Asian Fisheries Forum, edited by J.L. Maclean, L.B. Dizon, and L.V. Hosillos. Manila, The Asian Fisheries Society. 1986. p.433-5.
Describes the introduction of live tilapia into the Kuwait market as part of a project to determine their aquaculture potential. Discusses marketing strategies for new aquaculture products.

171. Horn, J.H. Processing and marketing of shark in Trinidad. Rome, FAO. 1986. 27p. DP/TRI/82/003. Field Doc. 2.
Reviews correct methods of handling and processing shark, gives details of demonstration courses and shark products presentation, and recipes for shark products.

172. Horn, J.H. Rwanda. Etude sur le potential de traitement et de commercialisation du poisson. Rome, FAO. 1983. 8p. En., DP/RWA/77/010. Doc. de Travail 1.
Part of the project "Développement des Pêches du Lac Kivu". Report on project activities in processing, drying, market studies regarding sun-dried sardines, freezing and market study regarding frozen sardines.

173. Hoskuldsson, B. and R. Bobrich. El mercado de los platos preparados a base de pescado Alemania. GLOBEFISH Prog.Invest., (23):91p. Rome, FAO. 1994.
The market for fish-based ready meals in Germany is described. Differences between the former FRG and the former GDR are outlined, as well as regional variations in fish consumption.

174. Hotta, M. Fish trade in the Near East region. Rome, FAO. 1979. 79p. IOP/TECH/79/25.
Examines trends in production, trade and consumption of fish in Near East region and presents perspectives for future demand for, and production of, fish in the region. Appendix gives detailed review country by country.

175. Hotta, M. The international market for cephalopods. Kuala Lumpur, FAO/INFOFISH. 1983. 53p. 18 tab. ADB/FAO/INFOFISH Market Report Vol.14.
Part of a series of studies to assist ADB and member countries to plan future investment in fish production and marketing facilities. Analyses market situation and projected future absorptive capacity of domestic markets for fishery products in developing member countries of the ADB. Examines export market potential. Forecasts supply, demand and prices for key fishery products for 1990.

176. Hotta, M. Production, trade and consumption in cephalopods and cephalopod products. FAO Fish.Circ., (340):83p. 5p. ref. 1976.
Describes types of cephalopods and their location, production trends area by area, utilization, international trade, and present and future consumption trends.

177. Hough, C.A.M. Markets for freshwater fish in Europe. GLOBEFISH Res.Prog., (26):30p. Rome, FAO. 1993.
Freshwater fish production throughout Europe is reviewed by species and by countries. Markets for individual species are examined, and market developments reported.

178. Houndekon, B. Conservation et commercialisation des produits de pêche lagunaire. In Proceedings of the Symposium on Post Harvest Fish Technology/Compte Rendu du Colloque sur la Technologie du Poisson après Capture, Cairo, Egypt, 21-22 Oct. 1990. CIFA Tech.Pap., (19):88-92. Rome, FAO. 1992.
Describes the ways in which products of the lagoon fishery are processed and marketed inland. Processing methods are discussed.

179. How, A.R. Squid and chips or calamar a l'etuvée. In Squid 89 Lisbon. Proceedings. First World Cephalopods Conference, Lisbon, Portugal, 13-15 March 1989. London, Agra Europe. 1989. p.153-160.
Analyses the squid market of Northern Europe and focuses on the dilemma of developing a market in the UK.

180. Hunter, M. Markets for wild salmon. In Seafood 90 Japan. Proceedings. International Conference on High-Value Seafood Products, Kyoto, Japan, 12-14 March 1990. London, Agra Europe. 1990. p.291-311.
Discusses the production and marketing of wild salmon for world markets. Foresees further development of the market for fresh, chilled, canned and frozen salmon. Argues that salmon now has to be marketed effectively, not just "sold" if there is to an increase in consumption.

181. Indian Institute of Management, Ahmedabad. Inland fish marketing in India. v.1: Overview: summary and conclusions. v.2: Fish seed production and marketing. v.3: Fresh water culture fisheries. v.4a: Reservoir fisheries. v.4b: Case studies and profiles of selected major reservoirs. v.5: Riverine fish systems. v.6: Brackish water culture, estuaries, lakes and swamps. v.7: Markets cooperatives and corporations. v.8: Data base for planning and control. Ahmedabad, IIM. 1985.
An 8-volume study covering fishery product marketing, economic aspects, marketing organization, and cooperative marketing.

182. Indian Institute of Management, Ahmedabad. Marine fish marketing in India. v.1: Summary and conclusions. v.2 pt.1: Current situation: production and marketing: West Coast. v.2 pt.2.: Current situation: production and marketing: East Coast. v.3: Consumer behaviour and projected demand. v.4: Supplies: trends and projections. v.5-6: Intermediaries in marketing. Investment opportunities in supply and marketing infrastructure. Database and information requirement. Ahmedabad, IIM. 1984.
Looks at the situation in fisheries in India. The results of a household consumer study lead to conclusions regarding demand. Marine fish supplies are projected and methodology for projections explained. Intermediaries are studied and investment opportunities and working capital needs examined.

183. INFOFISH. Proceedings of INFOFISH Tuna Trade Conference, Bangkok, Thailand, 25-27 February 1986. 170p. 1986. GCP/RAS/096.
Contains the papers of the conference. Sessions II: Industry and Market Situation and III: Aspects of Market Access contain papers of interest, with particular emphasis on the United States and Japan.

184. INFOFISH. Shrimp '88, Bangkok, Thailand, 26-28 January 1988. Kuala Lumpur, INFOFISH. 1988. 257p.
Proceedings of the Shrimp '88 Conference, sessions of which cover: Industry and Market Situation and Aspects of Market Access.

185. INFOFISH. Squid 91 Madrid. Proceedings of the World Cephalopods Conference. 2. Madrid, Spain, 11-13 November 1991. London, Agra Europe. 1992. 228p.
Presented are the papers from the conference. It is divided into 4 sections: Resource availability, Structure of the cephalopod industry, Processing technology and quality control and Markets.

186. Instituto de Reforma de las Estructuras Comerciales. Comercialización de la pesca. Madrid, IRESCO. 1977. 421p. Colección Estudios IRESCO 13.
Looks at the fishing sector in the context of the Spanish economy, production, products and external trade, distribution and marketing, retail and wholesale. Analyses marketing process and makes recommendations for its improvement.

187. Insull, D. and D.A. Palfreman. The distribution of fish in France. London, White Fish Authority. 1972. 10p.
Examines principal stages of distribution: auction, port wholesalers, inland wholesalers and retailers. Second part of report describes the relationship between the various stages.

188. International Co-operative Alliance, London. Report of the First Open World Conference on Co-operative Fisheries, Tokyo, 29 September-4 October 1975. Theme: "Modernisation of Fisheries and the Rational Utilisation of Resources: the Role of Co-operatives". London, International Co-operative Alliance. 1976. 98p.
Reviews the role of cooperatives in the protection of fishery resources and in marketing and processing. Looks at case studies and at technical assistance for fisheries cooperative development in developing countries.

189. International Institute of Fisheries Economics and Trade. Proceedings of the First Conference of the International Institute of Fisheries Economics and Trade, Anchorage, USA, 8-12 September, 1982. See Melteff, B.R.

190. International Institute of Fisheries Economics and Trade. Proceedings of the Second Conference of the International Institute of Fisheries Economics and Trade, Christchurch, New Zealand, August 20-23, 1984. Oregon State University Sea Grant College Program. 1985. 2 vol.
Vol.1, Economic Recovery, Fisheries Economics, and Seafood Trade, contains the bulk of the conference papers, whose subjects include the changing structure of fisheries and seafood markets, their development and management, and market models. Vol 2, A Compendium of Papers on Seafood Trade and Markets, contains papers focusing on international seafood trade and aspects of seafood markets.

191. International Institute of Fisheries Economics and Trade/Groupe d'Etude des Ressources Maritime, Proceedings of the International Conference of the Groupe d'Etude des Ressources Maritime on Small-Scale Fisheries and Economic Development and of the Third Biennial Conference of the International Institute of Fisheries Economics and Trade on Fisheries Trade, Development and Policies, held at the University of Quebec at Rimouski, Canada, August 10-15, 1986. 2 vols. Rimouski (Canada), GERMA. 1987. 1224p. Es., Fr.
Papers cover international trade, marketing systems and specific markets.

192. International Resource Development Incorporation (Cn, US). Seafood processing and distribution, market opportunities. Norwalk (Cn), IRDI. 1986. 244p. 20 tab.
A review of the US fresh and frozen seafood processing industry, covering supply and demand, the supplier industry structure and company profiles, and market projections.

193. International Trade Centre UNCTAD/GATT. Canned fish and shellfish in the Federal Republic of Germany. Geneva, International Trade Centre UNCTAD/GATT. 1982. 17p. 11 ref. Monographs on Trade Channels.
Describes distribution channels and identified potential importers. Gives information on trade fairs, trade associations and other organizations concerned with trade. Also data on size of markets and current trends.

194. International Trade Centre UNCTAD/GATT. Canned fish and shell fish in France. Geneva, International Trade Centre UNCTAD/GATT. 1982. 21p. 10 ref. Monographs on Trade Channels.
See above.

195. International Trade Centre UNCTAD/GATT. Canned fish and shellfish in the United Kingdom. Geneva, International Trade Centre UNCTAD/GATT. 1981. 20p. 8 ref. Monographs on Trade Channels.
See above.

196. International Trade Centre UNCTAD/GATT. Shrimps: a survey of the world market. Geneva, International Trade Centre UNCTAD/GATT. 1983. 273p. 41 tab.
Looks in general at the world market, reviewing supply and demand, market characteristics; competition and prices, distribution channels, and regional and national production. Then a series of country studies, reviewing above categories for each.

197. Jaeger, G.L. Entwicklung einer Marketingkonzeption fuer Warmwasserzuchtfische in der Bundesrepublik Deutschland. (Development of a marketing conception for cultured warm-water fish in the Federal Republic of Germany.) Market.Agrar und Ernaehrungswirtsch. (3):161p. 1992.
Deals with a marketing conception for the African catfish in Germany. Several products are taken into consideration and chances on the market concerning expectations of producers and consumers are discussed.

198. Jahara Jahaya and Phang Siew-Moi. Seaweed marketing and agar industries in Malaysia. In Report. Seminar on Gracilaria production and Utilization in the Bay of Bengal, Songkhla, Thailand, 23-27 Oct. 1989. Madras, FAO/BOBP. 1989. p.75-86. GCP/RAS/118/MUL; BOBP/REP/45.
Objective of this study was to assess seaweed processing and agar utilising industries in Malaysia. A representative cross-section of people concerned with agar production and marketing were interviewed.

199. Jaubert, P. Marketing aspects of powdered products in the future. In Fishery products, R. Kreuzer (ed.). Surrey (UK), Fishing News (Books) Ltd., for FAO. 1974. p.391-4.
Deals with fish meal for animal nutrition, fish protein concentrate for milk replacers, and fish protein concentrate for human nutrition and reviews trends in their production, exports, imports and utilization.

200. Jayusuriya, E.P.P. Four approaches to fish marketing in Sri Lanka. In Indo-Pacific Fisheries Commission, Proceedings 19th Session, Kyoto, Japan, 21-30 May 1980. Section III. Bangkok, FAO RAPA. 1980. p.461-507. 4 map. 14 tab.
Sri Lankan fisheries are separated into four sectors: private, state, corporation and cooperative. Looks at the situation sector by sector, then at lessons to be learned from Sri Lankan experience.

201. Johnstone, R.S. et al. Extended fishery jurisdiction and the internationalization of groundfish markets and market channels. In Econometric modelling of the world trade in groundfish: proceedings of the NATO Advanced Research Workshop, St John's, Newfoundland, Canada, Aug. 14-18, 1989. W.E. Schrank and N. Roy (eds.). NATO ASI Ser.E.: Applied Sciences, v.201:125-137. 2 fig. 1 tab. Dordrecht, Kluwer Academic Pub. 1991.
Discusses how extended fisheries jurisdiction (EFJ) has transformed the world's groundfish markets from a collection of regional markets into a single, internationalized market.

202. Jones, A.H. and I.J. Clucas. A report on the handling, processing and marketing of fish in the Gambia. London, Tropical Products Institute. 1976. 68p. TPI Report 625.
Covers both artisanal and industrial fisheries. Sub-divided by type of fish, deals with their handling, processing, distribution and marketing. Also some information on exports.

203. Josupeit, H. Canned tuna markets in Europe. In Tuna 91 Bali. Papers. Second World Tuna Trade Conference, Bali, Indonesia, 13-15 May 1991. H. de Saram (ed.). Kuala Lumpur, INFOFISH. 1991. p.164-171.
Describes the tuna market in Europe, in terms of production, consumption and imports. Looks particularly at the markets in Spain, Italy, France, Germany and the UK.

204. Josupeit, H. Cephalopod supply and markets in Italy and Spain. In Seafood 90 Japan. Proceedings. International Conference on High-Value Seafood Products, Kyoto, Japan, 12-14 March 1990. London, Agra Europe. 1990. p.33-48.
The European market for cephalopods concentrates on the southern part of the continent, with Spain and Italy being the main consuming countries. Data are provided regarding the imports and exports of various cephalopod species in these two countries.

205. Josupeit, H. Global overview of market conditions for major commodities. In Proceedings of the First East-West Fisheries Conference, St Petersburg, Russian Federation, 20-22 May 1993. London, Agra Europe. 1993. p.63-76.
Examines the market conditions for shrimp, tuna, groundfish, cephalopods and salmon.

206. Josupeit, H. and L. de Franssu. EEC markets for value-added products from developing countries. GLOBEFISH Res.Prog., (16):48p. Kuala Lumpur, INFOFISH. 1992.
This study examines current markets and future market prospects in EEC countries for fishery products from developing countries. The study covers the following species: hake, shark and dogfish, tuna, cephalopods and shrimp.

207. Josupeit, H. and L. de Franssu. Proyecciones de los mercados de la Comunidad Económica Europea para la industria pesquera de Perú, Ecuador y Colombia. Santafé de Bogota, FAO. 1991. 153p.
Examines the present EEC market for fish and fish products that are exported from Peru, Colombia and Ecuador. Concentrates on each species and its present market condition.

208. Josupeit, H. and J.H. Nierentz. Production explosion and market reaction. In Seafood 90 Japan. Proceedings. International Conference on High-Value Seafood Products, Kyoto, Japan, 12-14 March 1990. London, Agra Europe. 1990. p.375-388.
Examines shrimp imports in Japan, US, France and the UK. Also discusses shrimp culture in China, Indonesia, Thailand and Ecuador, and shrimp culture by species.

209. Kalavathy, M.H. The organization of fish marketing in Madras fishing harbour. Madras (India), FAO/SIDA Bay of Bengal Programme. 1985. 16p. GCP/RAS/040/SWE. BOBP/WP/39.
Describes marketing organization in Madras fishing harbour and in particular the role of women in marketing.

210. Kano, I. Japan - a growing market for live fish. The latest fad in seafood has been spurred on by new technology in storage and transport. INFOFISH Int., (3):13-19. 1991. ar., es., fr.
Higher disposable income coupled with the Japanese appetite for supreme freshness in seafood has created a trend towards marketing of liver seafood throughout the country.

211. Kanondo, V., F. Luhila and J.E. Reynolds. Fish marketing and consumption In Zambia. In Marketing and consumption of fish in eastern and southern Africa: selected country studies. J.E. Reynolds (ed.). FAO Fish.Tech.Pap., (332):155-170. 5 tab. 1 fig. 1993.
Gives the background to the current situation in Zambia, in terms of geography, food, nutrition, fishery sector and fishery production. Then examines the patterns of fish marketing and fish consumption, and concludes with proposals for development action.

212. Karnicki, Z.S. The challenge of the New Economic Order. In Proceedings. First East-West Fisheries Conference, St. Petersburg, Russian Federation, 20-22 May 1993. London, Agra Europe. 1993. p.85-90. 3 tab.
This paper examines the psychological, organisational, legal, economical, and technical problems that Poland has experienced in the change from a central planned market to a free market.

213. Kasprzyk, Z. Production, commercialisation et consommation des produits halieutiques a Madagascar: v.1: Synthèse des analyses et des problèmes. - V.2: Etude socio-économique de la commercialisation et consommation des poissons. Antananarivo (Madagascar), FAO/UNDP. 1990. v.1. 74p., v.2. 126p. MAG/85/014. Rap. terrain no. 14 a/b.
Vol. 1: Presented is a study conducted to examine the current situation regarding the production, trade and consumption of fishery products in Madagascar. Major constraints and favourable factors affecting production of fishery products and their consumption are identified. Vol. 2: Presented are the findings of a study conducted in Madagascar to investigate the socio-economic aspects of fish marketing and consumption in the country. Information was obtained by using questionnaires and was used to identify and resolve problems facing the consumers operators in the retail trade sector.

214. Katiha, P.K. Efficiency of different fish marketing agencies. Indian J.Agric.Marketing, 4(1):66-70. ref. 4 tab. 1990.
This paper appraises the price spread of different marketing agencies for various types of freshwater fish in Uttar Pradesh, India, and compares the operational and marketing efficiency of these agencies.

215. Katiha, P.K. and R. Chandra. Carp fish marketing. Indian J.Agric.Marketing, 4(2):113-118. 5 tab. 1990.
This paper studies the variation in marketing margin for fishermen and different market intermediaries due to species, size of fish and market size groups; and the market integration for selected fish species and their size groups.

216. Katiha, P.K. and R. Chandra. Fish marketing efficiency: a case study of Allahabad fish market, Uttar Pradesh. Fish.Chimes, 10(7):21-28. 1990.
Presented are the findings of an investigation conducted to evaluate the operational and pricing efficiency in Allahabad, concentrating on 4 major species of the riverine catches: Cirrhinus mrigala, Labeo calbasu, Mystis aor and M. seenghala.

217. Keating, C. Distribution of fresh fish in Australia. In FishExpo '76 Seminar. Report of Proceedings, Melbourne 21-23 Sept.1976. Canberra, Dept.of Primary Industry, Australian Government Publishing Service. 1977. p.497-512. 3 graph.
Looks at the distribution of fresh fish in Australia.

218. Keating, C. Role of the Commonwealth government in seafood marketing. In FishExpo '76 Seminar. Report of Proceedings, Melbourne 21-23 Sept.1976. Canberra, Dept. of Primary Industry, Australian Government Publishing Service. 1977. p.571-91.
Discussion paper regarding role that Commonwealth government should be playing in the marketing of fish. Reviews the extent of its involvement and discusses whether the current level is justifiable and whether there are areas where increased involvement would be beneficial. Appendix lists principal government agencies involved in the marketing of fish and shellfish.

219. Kebe, M. L'approvisionnement en poisson de la région du Cap-Vert (Sénégal). In Proceedings of the FAO Expert Consultation on Fish Technology in Africa, Casablanca, Morocco, 7-11 June 1982. FAO Fish.Rep., (268) Suppl.:229-57. 21 tab. 5 ref. 1982. en.
Study of artisanal fisheries in the Cap Vert region. Describes fishermen's production and evaluates total landed production in weight and value. Describes fish trade in Cap Vert, evaluates consumption of fresh and processed fish. Analyses costs of fish trade.

220. Kebe, M. Mareyage de poisson frais au marché de gros de Gueule-Tapee (Dakar). Doc.Sci. Cent.Rech.Océanogr.Dakar-Tiaroye, (85):29-43. 1983.
Presents an analysis of fisheries embarkations between October 1981 and September 1982, in order to evaluate the importance of the fish trade through the Gueule-Tapee wholesale market. Also looks at the socio-economic aspects of this market.

221. Kelsen, S. Report on fish handling, fish processing, fish marketing within the Philippine cooperative development. Rome, FAO. 1979. 45p. PHI/76/001.
Describes situation with regard to handling, processing, marketing and distribution among Philippine fishing cooperatives. Looks at training implemented and training manual. Makes recommendations regarding improvement of technical aspects in handling, storage and processing.

222. Kelsen, S. Trinidad and Tobago. Marketing of fish in Trinidad and Tobago. Rome, FAO. 1978. 56p. 2 map. 15 fig. TRI/77/004/1.
Looks at present situation and suggests improvements, including operations and infrastructures. Suggests a price support scheme for fish instead of a fixed price system. Urges improvements in both wholesale and retail networks.

223. Khan, N., M.H. Wani and M.H. Balkhi. Market analysis of various size fishes in Kashmir. Agric.Marketing, 36(3):30-33. 3 ref. 1993.
This paper identifies four channels of fish marketing prevalent in Kashmir, India and finds out the marketing costs, margins and fisherman's share of the consumer's rupee within each channel. The study took place in Wullar Lake, Kashmir.

224. Kiel, F. FAO import price indices for major international fishery products. FAO Fish.Tech. Pap., (860):63p. 1993.
This paper provides a comprehensive introduction to the methodology used and the problems encountered in constructing fish price indices. It includes an exemplary aggregation procedure for one of the indices calculated, the shrimp imports into Japan. It also presents the indices being run so far and their components.

225. Kirema-Mukasa, C.T. and J.E. Reynolds. Marketing and consumption of fish in Uganda. In Marketing and consumption of fish in eastern and southern Africa: selected country studies. J.E. Reynolds (ed.). FAO Fish.Tech.Pap., (332):107-153. 18 tab. 8 fig. 1993.
Gives the background to the current situation in Uganda, in terms of geography, food, nutrition, fishery sector and fishery production. Then examines her patterns of fish marketing and fish consumption and concludes with proposals for development action.

226. Kitson, G. and D.L. Hostis. The tuna market. Kuala Lumpur, FAO/INFOFISH. ADB/FAO/INFOFISH Market Studies, (2):100p. 45 tab. 32 fig. 45 app. 1983.
Part of a series of studies to assist ADB and member countries to plan future investment in fish production and marketing facilities. Analyses market situation and projected future absorptive capacity of domestic markets for fishery products in developing member countries of the ADB. Examines export market potential. Forecasts supply, demand and prices for key fishery products for 1990.

227. Kitson, G. and J. Maynard. High value finfish markets in Hong Kong, Singapore and Japan. Kuala Lumpur, FAO/INFOFISH. 1983. ADB/FAO/INFOFISH Market Report, (8):25p. 6 tab. 11 app.
As in no. 226.

228. Konishi, K. Fish roes market in Japan. In Seafood 90 Japan. Proceedings. International Conference on High-Value Seafood Products, Kyoto, Japan, 12-14 March 1990. London, Agra Europe. 1990. p.137-139.
Looks at the markets for herring, salmon cod/pollack and capelin roe in regard to domestic production and imports. Argues that there is good prospects for roe products provided it should be more healthy, that is develop new products with less salt.

229. Kortbech-Olesen, R. Major world markets for cephalopod products: market characteristics and market prospects. In Squid 89 Lisbon. Proceedings. First World Cephalopods Conference, Lisbon, Portugal, 13-15 March 1989. London, Agra Europe. 1989. p.67-73.
Gives a summary of the market characteristics of the major markets for cephalopod products, country profiles include Japan, Spain, Italy, France, Hong Kong, Federal Republic of Germany, Portugal and Greece.

230. Kreuzer, R. (ed.) Fishery products. Surrey (UK), Fishing News (Books) Ltd., for FAO. 1974. 462p. es., fr.
Papers of the FAO Technical Conference on Fishery Products, held in Tokyo, Japan, 4-11 Dec., 1973.

231. Kreuzer, R. and R. Ahmed. Shark utilization and marketing. Rome, FAO. 1978. 180p. 3p. ref. Es.
A joint FAO/ITC (UNCTAD/GATT) study giving detailed information of all aspects of shark product marketing: supply, demand, utilization, processing, quality control, export (including case studies by country).

232. Krone, W. Distribución del pescado. In Informe del Seminario FAO/PNUD sobre conservación y comercialización de pescado, Vigo (España), 30 de septiembre - 12 de octubre de 1974. Rome, FAO. 1976. p.48-53. DP/RLA/72/104/1
Distribution, the physical process of moving fish from producer to consumer, is one of the most important aspects of marketing, and must be considered with other aspects. This paper deals with the three most important steps: to wholesale markets in port and in the interior; to fish transport; and to retail markets. Also looks at role of government in fish distribution.

233. Krone, W. Frozen fish marketing in West African countries - a case study in fish marketing development. FAO Fish.Rep., (96):59p. 2p. ref. 1970.
Describes and analyses the system of frozen fish marketing in several West African countries. Case studies are presented for their application to other countries and areas with emerging fishing industries.

234. Krone, W. Integración vertical en la comercialización de pescado. Seminario Regional FAO/OEA sobre Mercadeo de Productos Pesqueros, Lima, Perú, 9-30 de junio de 1976. 1976. 9p. MP/76/Doc.24.
Looks at integration of fishery product marketing, and at the functioning of an integrated system for wholesale and retail marketing of fresh fish.

235. Krone, W. and E. Ruckes. Planning and operating inland central wholesale markets for fish. FAO Technical Conference on the Planning and Management of Central Wholesale Markets in Latin America, Brasília, 18-22 October 1971. Rome, FAO. 1971. 24p. 8 ref. (Reprint)
Explains typical pattern of inland fish distribution and discusses role of inland central wholesale markets for fish and that of alternative fish wholesale distribution systems. Elaborates importance of product types and variety of assortment, landing structure, sales system and change during economic development.

236. Krone, W. and E. Ruckes. Venta de pescado al por mayor. Seminario FAO/OEA sobre Mercadeo de Productos Pesqueros, Lima, Perú, 9-30 de junio de 1976. 1976. 16p. MP/76/Doc.5.
Presents a distribution system model for wholesaling, looks at the functions of wholesale markets and economic analysis of marketing process. The appendix looks in detail at various constructional and administrative aspects of wholesale markets.

237. Kusnadi, E.W. and H.C. Lampe. Marketing of common carp form the Saguling Reservoir. In Reservoir fisheries and aquaculture development for resettlement in Indonesia. B.A. Costa-Pierce and O. Soemarwoto (eds.). ICLARM Tech.Rep., (23):240-256. 4 ref. 17 tab. 4 fig. 1990.
This article describes the market structure and the costs and margins of the marketing system for common carp aquaculture. The credit system available to fish farmers is discussed and the transport infrastructure described.

238. LaBlache, C.J.B. Report on consultancy in fish collection, processing and marketing strategies to overcome existing problems in marketing second and third grade fish in the Maputo region of Mozambique. Victoria (Seychelles), FAO/UNDP. 1989. 16p. RAF/87/008.
Outlines the existing state of the industry in order to define the existing problems. Areas of concern are; products, collection, primary processing, distribution and marketing.

239. Lahiri, D. and S. Giriappa. Fish marketing through cooperatives - a study of West Bengal state. In Role of fisheries in rural development. S. Giriappa (ed.). New Delhi, Daya Pub House. 1994. p.177-140. 8 ref.
This research highlights different problem areas of fish marketing, in Fishermen's Primary Cooperative Societies (PFCSs) in West Bengal. Problems discussed are producer marketing linkages, interactions with the markets and internal efficiency.

240. Lambert, R. Value added shrimp products in Europe. In Seafood 90 Japan. Proceedings. International Conference on High-Value Seafood Products, Kyoto, Japan, 12-14 March 1990. London, Agra Europe. 1990. p.399-412.
Examines the value added products market in Europe, their marketing, their packaging and display and points out factors that have changed the eating habits of Europeans. Also examines the potential market for value added shrimp products in the EEC.

241. Lamendour, P.M. Handling, processing and marketing of fish Syrian Arab Republic. Rome, FAO. 1983. 16p. TCP/SYR/0103. Field Doc.3.
Reviews existing situation regarding marine fisheries and fish farming, and handling, processing and marketing. Makes recommendations for improvement.

242. Lamendour, P. and V. Tichine. La République Populaire du Congo. Le traitement et la commercialisation de poisson. Rome, FAO. 1976. 22p. PRC/74/001/1.
Reviews present situation of marine and freshwater fisheries and the domestic market. Recommendations cover transport, processing, marketing - both domestic and external - and investment priorities.

243. Landell Mills Commodities Studies Ltd. (London). The world market for fish meal and the Asian/Pacific region. Kuala Lumpur, FAO/INFOFISH. 1983. 32p. 25 tables. ADB/FAO/INFOFISH Market Report Vol.5.
Part of a series of studies to assist ADB and member countries to plan future investment in fish production and marketing facilities. Analyses market situation and projected future absorptive capacity of domestic markets for fishery products in developing member countries of the ADB. Examines export market potential. Forecasts supply, demand and prices for key fishery products for 1990.

244. Lanier, B.V. International trade - groundfish. Rome, FAO. 1971. 32p. IOFC/DEV/71/18. fr.
Reviews, and provides statistics on, production, trade, market demand and future outlook of the groundfish trade.

245. Lanier, B.V. The world supply and demand picture for canned small pelagic fish. FAO Fish.Tech.Pap., (220):111p. 1981.
The report reviews the extremely diversified international market for canned small pelagic fish in 3 main sections: species and products, supply side of the market, and the demand side of the market. Three appendices tabulate data on landings, production potential and tariffs.

246. Lara, G.L. Product development and shrimp market in the USA. In Seafood 90 Japan. Proceedings. International Conference on High-Value Seafood Products, Kyoto, Japan, 12-14 March 1990. London, Agra Europe. 1990. p.389-394.
Provides background information to the present situation of US imports from Mexican shrimp fisheries and competition from other countries like Japan and China. Also discusses supply and demand, and the declining prices due to oversupplying.

247. Latanowicz, J. Analysis of the fish landing complex activities and future commercial viability against the background of the fish marketing system in the Bahamas. Rome, FAO. 1985. 62p. 16 ref. 7 tab. DP/BHA/82/002. Field Doc.1.
Describes fish marketing situation in the Bahamas, analyses domestic and export markets and their potential. Outlines marketing role of the newly-constructed fish landing complex.

248. Lawson, R.M. Economics of fisheries development. London, Frances Pinter (Publishers). 1984. 283p.
Contains chapters on the economics of the fish market and fish marketing and processing, with the emphasis on developing countries.

249. Lawson, R.M. Report on credit for artisanal fishermen in South east Asia. FAO Fish.Rep., (122):63p. 5p. ref. 1972. Es., Fr.
The section on marketing looks at variability in marketing conditions throughout the region, the role of the various intermediaries involved in marketing, and the changing role of the trader.

250. Lawson, R.M. and E.A. Kwei. African entrepreneurship and economic growth: a case study of the fishing industry of Ghana. Accra, Ghana Universities Press. 1974. 262p.
Contains a chapter on "Entrepreneurship in fish marketing" which studies changes in structure of fish trade over preceding 15 years.

251. Layachi, N. Le marché américain des produits de la mer (étude documentaire). In Textes des exposés présentes à Agadir 87. Rencontre Internationale Entre Exportateurs Marocains et Acheteurs Internationaux de Poisson, Agadir, Maroc, 24-27 Nov. 1987. Agadir, INFOPECHE. 1987. p.29-30.
Presents, in purely statistical terms the American market for marine products. Looks at imports, and examines each product detailing origin, total annual revenue and the percentage of the market it holds.

252. Lea-Plaza Malic, C. Comercialización experimental de nuevos productos pesqueros congelados. In Suplemento al Informe de la Consulta Técnica sobre Utilización y Mercadeo de Pescado en América Latina: trabajos seleccionados presentados a la Consulta. FAO Inf.Pesca, (421) Suppl.:33-40. 1989.
Details are given of a programme being conducted in Chile to produce new frozen fishery products, based on horse mackerel meat, and to introduce them onto the national market.

253. Lee, C.S. Production and marketing of milkfish in Taiwan: an economic analysis. ICLARM Tech.Rep., (6):41p. 18 ref. 36 tab. 21 fig. 1983.
Presents economic aspects of Taiwanese milkfish resource system and its subsystems of fry procurement, baitfish rearing, and marketing.

254. Leoncio Segura, E. An econometric study of the fish meal industry. FAO Fish.Tech.Pap., (119):209p. 6p. ref. 1973.
Describes and analyses the nature of important economic relationships in the fish meal industry and provides description of the world fish meal economy. Develops a theoretical economic model of demand, which is then transformed into a statistical model.

255. Lesser, W.H. Fresh fin fish marketing in Guatemala. Kingston (USA), University of Rhode Island. 1974. 202p. Thesis (MSc Resource Economics). 5p. ref.
A marketing study of the supply network for fresh fin fish products originating on the Pacific Coast of Guatemala and retailed in Guatemala City. Separated by production sectors: industrial, cooperative and artisanal.

256. Lewis, M.R. Rainbow trout: production and marketing. Reading, University of Reading. 1980. 68p. 4p. ref. 26 tab. Dept. of Agric. Econ. and Management Miscellaneous Study no. 68.
Presents findings of 12-month research project which examined marketing of, and demand for, trout. Outlines general trends in consumption and distribution. Examines retail and producer trout prices and discusses attitudes of consumers, fishmongers, hoteliers, wholesalers, etc.

257. Liao, D.S. and T.I.J. Smith. Test marketing of freshwater shrimp, Macrobrachium rosenbergii, in South Carolina. Aquaculture, 23(1):373-9. 6 ref. 1981.
Reports the results of a market study conducted to examine consumer and retailer acceptance of locally produced freshwater shrimp in South Carolina.

258. Librero, A.R. Marketing system for fish in the Philippines. In Small-scale fisheries in Asia: socio-economic analysis and policy, T. Panayotou. Ottawa, Ontario, IDRC. 1985. p.197-203.
Analyses the fish marketing system in the Philippines by means of a review of studies and surveys. Appendix offers a classification of types of sellers and buyers in Philippines fish markets.

259. Lietor, C. Commercialisation et consummation des poissons produits dans les étangs familiaux en République Centrafricaine. Bangui, FAO/UNDP. 1984. 33p. 8 ref. CAF/80/002. Doc.Tech.no.17.
Report for the project "Vulgarisation de la pisciculture en RCA". Looks at marketing and consumption of fish produced in small-scale aquaculture.

260. Lines, R. Market information and market monitoring: preliminary study on needs and prospects for the development of external, computer-based marketing information systems for the Norwegian fishing industry. Can.Transl.Fish.Aquat.Sci., (5477):266p. 1989.
Discusses the needs and conditions for use, and sources of information on market conditions for the Norwegian fishing industry. An outline of a proposed external marketing information system is given. It is suggested that the information be divided into 3 parts: a resource information part, a market information part, and a database part.

261. Lisac, H. Fish transportation techniques. FAO/DANIDA Training Course on Quality Aspects in Handling and Storage of Fish 1972. 1972. 13p.
Covers road, air and rail transport, and recommends measures to be taken for optimal results.

262. Lisac, H. Quality aspects in the retailing of fish. FAO/DANIDA Training Course on Quality Aspects in Handling and Storage of Fish 1972. 1972. 26p. 5 fig.
A review of practical factors affecting optimum conditions for both frozen and fresh fish, which includes recommendations regarding temperature, the layout, premises, equipment and handling in retail shops, conditions for itinerant retailers, sanitary requirements and quality control.

263. Lisac, H. and A. Nordheim. Brazil. Feasibility study for a pilot/demonstration distribution scheme of small-scale fishermen catches in the Maranhao State. Rome, FAO. 1979. 92p. TCP/BRA/8804/01.
Project aims at better utilization of fishermen's catches and improvement of supply of good quality fish to low-income bracket of population. Main activity proposed in this study is collection of fresh iced or non-iced fish from fishermen for transportation to a fish terminal on Sao Luis island, to increase shelf life from two to thirteen days. Also proposes use of a shrimp freezing vessel.

264. Lizarondo, M., R. Valdellon, Z. de la Cruz. Marketing operations of sustenance fishermen in Pangasinan. Bureau of Agricultural Economics, Ministry of Agriculture, Quezon City. Agric.Market.Rep., 1(3):77p. 36 tab. 5 fig. 1979.
Results of a study conducted in Pangasinan in 1979, which focused on the marketing operations of the sustenance fishermen.

265. Londahl, G. Refrigerated transport: sea, rail, road and air. In Refrigeration applications to fish, fruit and vegetables in South East Asia. An international short-term training course, Durgapur, India, Jan.14-24, 1974. Rome, FAO. 1974. p.169-80. 7 ref. 5 fig.
Looks at transport of chilled and frozen foods from producer's cold stores to retailer's cabinets, by sea, rail, road and air, and at distribution systems.

266. Lootvoet, B. Des palabres autour de quelques sardines: en faire un marché? L'approvisionnement des fumeuses de bonga a Dixinn (Conakry). Cah.Scie.Humaines, 30(1/2):275-287. 8 ref. 1994. en.
Describes how women in Conakry who operate small processing units get their supplies, and their involvement in fish marketing and the process of smoking.

267. Lootvoet, B. et al. Notes sur l'organisation économique et sociale de la pêche artisanale, du fumage et de la commercialisation du poisson dans la ville de Conakry. Centre de Recherche Halieutique de Boussoura, Document Scientifique, (3):128p. tab. maps. 1989.
This study presents the results of a survey done on artisanal fishermen, fish smokers and the marketing of fish in the city of Conakry (Guinea). The survey was carried out at six landings in the city; Bonfi, Boussoura, Boulbinet, Landréah, Kaporo and Nongo.

268. Lostado, R. El mercado en el sector pesquero. Invest.Pesq. (Barcelona), 51 (supl.2):99-112. 4 ref. 1987.
An analysis of marketing in the fishery industry, and in particular of the roles of supply and demand, available income and price-fixing mechanisms.

269. Lupin, H.M. (ed.). Suplemento al Informe de la Consulta Técnica sobre Utilización y Mercadeo de Pescado en América Latina: trabajos seleccionados presentados a la Consulta. FAO Inf.Pesca, (421) Suppl.:227p. 1989.
Contains selected papers that were presented at the consultation, its main objective being to promote technical cooperation within the Latin American countries regarding the marketing of fish and fish products in the international markets.

270. MacDonald, C.D., H.E. Deese and E. Corbin. Seafood marketing: innovative support for fisheries management in Hawaii. In MTS '91. An Ocean Cooperative: Industry, Government and Academia, Proceedings. New Orleans, USA, 10-14 Nov. 1991. p.113-120. Marine Technology Society, Washington D.C. 1991.
The changes that have occurred in seafood marketing and fisheries management in Hawaii are outlined. The seafood marketing program is described and ways in which seafood marketing activities can help meet fishery management needs are discussed.

271. Maclean, J.L., L.B. Dizon, and L.V. Hosillos (eds.). Proceedings of the First Asian Fisheries Forum, Manila, Philippines, 26-31 May 1986. Manila, Asian Fisheries Society. 1986. 727p.
Report and papers, a section of which cover "Postharvest and marketing."

272. MacSween, I.M. Markets for fish and fishery products in Eastern Europe. FAO Fish.Tech.Pap., (241):23p. 17 tab. 1983. Es., Fr.
Analyses the changes in catch composition of long distance fisheries in Eastern European countries following establishment of EEZ regime. Reviews market for fish and fishery products in USSR, Poland, GVR, Bulgaria and Rumania. Provides indication of import potential of those countries.

273. MacSween, I. Potential in Eastern Europe. In Conference Proceedings. World Conference on Small Pelagics/Compte-rendus de la Conférence. Conférence Mondiale sur les Petits Poissons Pelagiques, Abidjan, Côte d'Ivoire, 10-12 June 1991. Abidjan, INFOPECHE. 1991. p.137-142. fr.
Analyses the potential market in Eastern Europe for small pelagic fish, in particular herring and mackerel. Gives background to the present situation and focuses on two important fishing nations and markets - Poland and the Soviet Union.

274. Maddocks, C.D.A., P.A. Murphy, and J.E. Hocking. Researching Australian seafood consumption. In FishExpo '76 Seminar. Report of Proceedings, Melbourne 21-23 Sept.1976. Dept.of Primary Industry, Australian Government Publishing Service, Canberra. 1977. p.445-465. 4 tab.
Describes a study of Australian seafood consumption, aimed at providing a measure of level and pattern of consumption, clarifying relationship of seafood consumption to problem of methyl mercury and obtaining information on consumer attitudes.

275. Maembe, T.W. Ghana. Report of the mission on socio-economics and marketing in fishing villages dependant on Yeji as a fish market. A report prepared for the Project Integrated Development of Artisanal Fisheries Yeji. Rome, FAO. 1992. 101p. GHA/88/004
The findings are presented of the mission, which investigated the socio-economic and marketing aspects of the fisheries in Volta Lake, Ghana. Details are given regarding the fishermen, their villages, population, ethnic groups, as well as the Yeji fish market in relation with other fish markets.

276. Magnusson, M.K. Fisheries Development and Management. Indonesia. Retail distribution of fish. Rome, FAO. 1975. 63p. 6 fig. 3 map. DP/INS/72/064. Tech. Rep. 2.
A study of fish retail distribution in Indonesia. Studies methods of acquisition and delivery to retailer's premises. Presents recommendations for new retail outlets and reorganization of the system. Also looks at utilization of fish in Indonesian homes and identifies three new fish retailing projects.

277. Magnusson, M.K. Fisheries Development and Training. Indonesia. Marketing of fish in Java. Rome, FAO. 1973. 115p. 7 map. 45 tab. 13 fig. DP/INS/71/526. Tech. Rep. 1.
Gives overview of fish marketing in Indonesia, showing lack of marketing organization as one of main constraints to development of an Indonesian fishing industry. Then looks in detail at different areas in Java, describing available facilities and the benefits of investment and reorganization. Presents studies for ten marketing projects.

278. Magnusson, M.K. Lake Nasser Development Centre, Aswan, Arab Republic of Egypt. Transportation and marketing of fish from Lake Nasser. Rome, FAO. 1971. 41p. FI:SF/UAR 58. Tech. Rep. 1.
Examines the problems of transporting fish from Lake Nasser and the prospects of improved marketing. Spoilage of fish is often due to delays of collection, unloading and transportation; recommendations are made for the avoidance of these problems. Also reviews problems of marketing fresh and salted fish in Aswan and Cairo and proposals for faster transport to Cairo.

279. Magnusson, M.K. People's Democratic Republic of Yemen. A report prepared for the Fishery Development in the Gulf of Aden Project. Rome, FAO. 1971. 20p. FI:SF/SOY/1/4.
Reviews handling, processing, distribution and marketing of fish in the People's Democratic Republic of Yemen. Presents a programme of work for processing and marketing experts.

280. Magnusson, M.K. Processing and marketing of lightly salted and cooked fish (Pindang) in Indonesia. Djakarta, FAO/UNDP. 1971. 9p. INS 26. Tech. Rep. 1.
Primarily photographic description of the processing of pindang, its packaging and marketing.

281. Maharaux, A. La coopérative des pêcheurs de Mopti (Mali) et la commercialisation du poisson. Cah.Outre-Mer, 35(139):271-91. 6 ref. 1982. en.
Describes the cooperative and its sphere of influence and through this the problems of the fish trade.

282. Mansvelt-Beck, J. and J.J. Sterkenburg. The fishing industry in Cape Coast, Ghana, a socio-economic analysis of fishing and fish marketing in a medium-size African town. Utrecht, Geografisch Instituut Rijksuniversitait Utrecht. 1976. 61p. 2p. ref. Utrechtse Geografische Studies 1.
Looks at fisheries in Ghana, historically and present day, including consumption and marketing. Then looks in more detail at the Cape Coast fishing industry with a section on marketing which includes number and type of traders. Also socio-economic characteristics of fishermen and fish traders.

283. Marcille, J. and J.H. Nierentz. Tuna resources, canning industry: present situation and trends. In Seafood 90 Japan. Proceedings. International Conference on High-Value Seafood Products, Kyoto, Japan, 12-14 March 1990. London, Agra Europe. 1990. p.226-262. 15 tab.
This paper focuses on 5 main areas: 1) general trends in world tuna catch; 2) catch trends by ocean; 3) the frozen tuna market; 4) the canned industry and market, and 5) future trends in fishing and canning sectors.

284. Marine Products Export Development Authority of India (Cochin). Fish trade in the Asian/Pacific region. Vol.1: Regional survey; Vol.2: Country profiles. INFOFISH Rep. 7.1 and 7.2. Kuala Lumpur, FAO/INFOFISH. 1983. v.1:85p. v.2:70p.
A study of intra-regional trade of fish and products in the Asian/Pacific region. V.1 looks at the region's fisheries in general, at intra-regional trade and its constraints. V.2 looks at the marketing situation country by country.

285. Martin, R.E., W.H. Doyle, and J.R. Brooker. Toward an improved seafood nomenclature system. Mar.Fish.Rev., 45(7-9):1-20. 1983.
Outlines a project to implement a new system for establishing market names for fishery products based on their edibility characteristics.

286. Matsuoka, T. Consumers' expenditure on fisheries products at Koki market in Port Moresby. Science in New Guinea, 17(3):125-131. 3 ref. 6 tab. 1 fig. 1991.
In order to study consumers' expenditure patterns for local fisheries products, 220 consumers were interviewed at Koki market in Port Moresby, Papua New Guinea in 1989.

287. Matton, E. Guatemala. Asistencia técnica realizada en la comercialización de pescado del programa integrado de cooperativas pesqueras del Pacífico (PICPA), agosto 1979-agosto 1980. Rome, FAO. 1981. 34p. DP/GUA/78/002. Doc. de Trabajo 1.
Reviews the fisheries sector of Guatemala, its marketing strategy and pricing policy. Recommendations for marketing development.

288. Matton, E. Le marché des petit pelagiques en conserve au Nigeria. In Textes des exposés présentes à Agadir 87. Rencontre Internationale Entre Exportateurs Marocains et Acheteurs Internationaux de Poisson, Agadir, Maroc, 24-27 Nov. 1987. Agadir, INFOPECHE. 1987. p.23-25.
Describes the small pelagic canned fish industry in Nigeria, in particular examines imports from Spain, Morocco and Portugal (canned sardines), the system of distribution and examines the problems that the domestic market is experiencing due to competition from imported products.

289. Matton, E. Le marché Ivoirien du poisson en conserve. In Textes des exposés présentes à Agadir 87. Rencontre Internationale Entre Exportateurs Marocains et Acheteurs Internationaux de Poisson, Agadir, Maroc, 24-27 Nov. 1987. Agadir, INFOPECHE. 1987. p.21-22.
Describes the canned fish market of the Ivory Coast, in particular imports, import duties, prices and the structure of the market.

290. Matton, E. Markets for frozen small pelagic fish. FAO Fish.Tech.Pap., (221):131p. 2p.ref. 1982. Fr.
Reviews market for frozen small pelagic fish in selected countries of Africa and Europe. Estimates present and projected market demand in West Africa, Egypt, and Western Europe. Describes how to begin exporting fish to these countries.

291. Maynard, J. Dried fish markets in Asia. Kuala Lumpur, FAO/INFOFISH. 1983. 41 tab. ADB/FAO/INFOFISH Market Report, (7):54p.
Part of a series of studies to assist ADB and member countries to plan future investment in fish production and marketing facilities. Analyses market situation and-projected future absorptive capacity of domestic markets for fishery products in developing member countries of the ADB. Examines export market potential. Forecasts supply, demand and prices for key fishery products for 1990.

292. McBride, R.L. A taste for fish - non-price aspects of consumer requirements. In FishExpo '76 Seminar. Report of Proceedings, Melbourne 21-23 Sept.1976. Dept.of Primary Industry, Australian Government Publishing Service, Canberra. 1977. p.403-16. 4 ref.
Reports on role of non-price aspects in influencing a consumer to purchase fish. Discusses implications and recommendations for Australian industry. Appendix shows survey used.

293. McNeilly, C.J.F. and K. Rupamoorthy. Pakistan. Marketing of marine fish taken off the coast of Baluchistan. Rome, FAO. 1984. 51p. 27 tab. DP/PAK/79/004. Field Doc. 2.
Looks at the status of fisheries and fish marketing in Baluchistan, project activities in fish handling and marketing development, and the Pasni workshop on fish handling, processing and distribution.

294. Medina Pizzali, A.F. Development of facilities and training for the sun-dried sardine and anchovy fishery in Assab, Ethiopia. Rome, FAO. 1986. 46p. TCP/ETH/4527(A). Field Doc. 1.
Report for the "Development of Sardine and Anchovy Production for Human Consumption Project".

295. Medina Pizzali, A.F. Small-scale fish landing and marketing facilities. FAO Fish.Tech.Rep., (291):68p. 22 ref. 1988. Es.
Reviews basic infrastructures and services needed at small scale fish landing and marketing sites. Contains case studies of fish landing and marketing facilities from Africa, Caribbean and Indo-Pacific regions.

296. Meeren, A. van der. Assistance a l'établissement des coopératives de femmes de pêcheurs. Rapport de fin de project. Rome, FAO. 1984. 16p. DP/BEN/81/W01. Doc. de Travail 1.
Report for the project "Coopératives de femmes de pêcheurs pour la transformation et la commercialisation du poisson." Describes the project's activities: marketing studies, processing centres, revolving fund, cooperatives.

297. Meeren, A.G.L. van der. A socio-anthropological analysis of the fisheries of Lake Chad. Nigeria. Rome, FAO. 1980. 40p. 7 ref. DP/NIR/74/001. Field Doc. 1.
An analysis of Lake Chad fisheries with recommendations regarding the reduction of spoilage and introduction of innovations among fishing and trading community. Discusses improvement of transportation and possibility of cooperative action.

298. Melteff, B.R. (ed.). Proceedings of the International Seafood Trade Conference, September 8-12, 1982, Anchorage, Alaska. Fairbanks, University of Alaska. 1983. 538p. Alaska Sea Grant Report N°.83-2.
Papers cover seafood markets in the West Pacific, Europe, the Americas, and include overview papers and theoretical/technical papers.

299. Menezes, K. Improving marketing conditions for women fish vendors in Besant Nagar, Madras. Madras, BOBP. 1991. 25p. BOBP/WP/66.
In August 1990, a fish market run exclusively by women fish vendors came into being in Besant Nagar. This paper describes why the market was needed, the activities that culminated in the setting up of the market, the role of various organizations, and their perceptions of the process by which the market became a reality.

300. Mensah, E.M. Fish marketing on Volta Lake, Ghana - Kpandu Torkor experience. In Proceedings of the FAO Expert Consultation on Fish Technology. Abidjan, Cote d'Ivoire, 25-28 April 1988. FAO Fish.Rep., (400) Suppl.:281-284. 1990. fr.
Describes Kpandu Torkor, a developed lakeside market that has a fishery complex with various facilities. Outlines how improved lakeside markets can contribute to effective handling and marketing of fish.

301. Meyer, F.H. Fish marketing development. Report to the Government of Bangladesh. Rome, FAO. 1978. 32p. TF/BGD 4 (DEN).
Reviews aspects of Bangladeshi fish marketing and distribution, draws an outline of fish marketing infrastructures and makes recommendation for improvement of the situation. Appendices include the report of a seminar on quality control and marketing of fish.

302. Millar, H.H. and E.A. Gunn. A two-stage procedure for planning marketing and fishing activities in fish-processing firms. Fisheries Research (Netherlands), 15(3):197-215. 13 refs. 1992.
This paper presents a two stage decision framework for assisting the planning of harvesting and marketing activities in integrated fish processing firms. The first stage of the decision methodology addresses the aggregate use of the firm's resources and enterprise allocations over a 1 year planning horizon. First stage decisions are subsequently used to set the parameters and boundaries for the second decision stage which deals with the dispatching of the firm's fishing fleet.

303. Mims, S.D. and G.M. Sullivan. Improving market coordination for development of an aquacultural industry: a case study of the catfish industry in Alabama. J.World Maricult.Soc., (15):398-411
Focuses on catfish industry in Alabama as an example of ways to improve market coordination beneficial to the development of the industry. Presents results of a field survey.

304. Mims, S.D. and G.M. Sullivan. Improving market coordination in the catfish industry in west Alabama. Alabama Agricultural Experiment Station Bulletin 562, 31p. 5 ref. 1984.
Survey of the catfish industry, looking at problems limiting market coordination as perceived by producers and processors. A 15-point summary highlights the findings.

305. Mlay, M.K.L., S.E. Mutsekwa and J.E. Reynolds. Fish marketing and consumption in Tanzania. In Marketing and consumption of fish in eastern and southern Africa: selected country studies. J.E. Reynolds (ed.). FAO Fish.Tech.Pap., (332):85-105. 8 tab. 1 fig. 1993.
Gives the background to the current situation in Tanzania, in terms of geography, food, nutrition, fishery sector and fishery production. Then examines her patterns of fish marketing and fish consumption and concludes with proposals for development action.

306. Moen, E. (comp.). Cured fish: market patterns and prospects. FAO Fish.Tech.Pap., (233):142. 99 tab. 1983. Es., Fr.
Outlines pattern of regional and international trade in cured fish with view to identifying market opportunities. Includes a series of country studies and summaries of market situation by country. First part is general survey of trading patterns.

307. Mofolo, S.G. and J.E. Reynolds. Fish marketing and consumption in Lesotho. In Marketing and consumption of fish in eastern and southern Africa: selected country studies. J.E. Reynolds (ed.). FAO Fish.Tech.Pap., (332):43-61. 5 tab. 1 fig. 1993.
Gives the background to the current situation in Lesotho, in terms of geography, food, nutrition, fishery sector and fishery production. Then examines her patterns of fish marketing and fish consumption and concludes with proposals for development action.

308. Mohd Arshad, F. and E.T. Gibbons. Investigating the market structure for fish in Malaysia. In Market research for food products and processes in developing countries. Proceedings of a workshop held in Singapore, 1-4 April 1986, R.H.Young and C.W. MacCormac (eds.). Ottawa, International Development Research Council. 1987. p.121-42. 10 ref. 5 fig. 7 tab. IDRC-249e.
Explains objectives, methodology, conduct and findings of a study of fish marketing in Peninsular Malaysia 1983-5. Offers suggestions concerning design, conduct, and control of similar studies in developing and developed countries.

309. Mongkol, K. Producing for the European and US canned tuna market. In Seafood 90 Japan. Proceedings. International Conference on High-Value Seafood Products, Kyoto, Japan, 12-14 March 1990. London, Agra Europe. 1990. p.263-266.
Discusses Thailand's huge tuna export market to the US and Europe. Examines both the US and European tuna markets and outlines steps that the Thai tuna industry has undertaken in product development and sophisticated marketing.

310. Morel, M.H. Traitement et commercialisation des produits de pêche a Rodrigues, Maurice. Rapport. Rome, FAO. 1992. 32p. MAR/88/004. Doc. de travail.
Details are given of the findings of a mission conducted in the Mauritius regarding the handling, processing and marketing of deep-sea shrimp and snappers.

311. Morisawa, M. The Japanese experience in developing export markets for fishery products. In Fishery products, R. Kreuzer (ed.). Surrey (UK), Fishing News (Books) Ltd., for FAO. 1974. p.383-7.
Looks at Japan's status in world fish trade, her exports of fishery products and means of developing overseas markets.

312. Munkejord, S. Marketing concepts for aquacultured salmon. In Seafood 90 Japan. Proceedings. International Conference on High-Value Seafood Products, Kyoto, Japan, 12-14 March 1990. London, Agra Europe, 1990. p.284-290.
Describes Norway's aquacultured salmon industry and her present overseas markets.

313. Myers, R.F., P. Callaghan, and W.J. Fitzgerald, Jr. Market for fresh or frozen whole fish on Guam. University of Guam Marine Laboratory Tech.Rep, (84):50p. 8 tab. 1983.
Develops baseline data on marketing structure of fishing industry on Guam. Makes estimates of species, quantity and value of imported fish. Lists major import, wholesale and retail firms and describes marketing channels.

314. Naik, D. and J.K. Sahoo. An anatomy of fish marketing in Orissa. Agric.Marketing, 34(4):40-44. 4 ref. 4 tab. 1992.
This study, conducted in Ganjam District, Orissa, India examines the marketing channels involved in the marketing of inland and marine produce. Also examines the associated marketing costs, margins and fishermens' share in the consumer price.

315. Nakken, J. Markets for fish products in Central and Eastern Europe: is domestic marketing the bottleneck? In Proceedings of the East-West Conference. 1. St. Petersburg, Russian Federation, 20-22 May 1993. London, Agra Europe. 1993. p.81-84.
Concentrates on small pelagics in the Eastern European market and examines Norway's position in this market.

316. Naseer, A. Domestic marketing of reef fish in the Maldives. 1991. 159p. MDV/88/007.
This study assesses the domestic marketing of reef fish in the Maldives. Examines reef fish production and utilization patterns by species or species groups, marketing channels, seasonality and economic aspects, domestic consumption patterns and opportunities and constraints for increased domestic utilization of reef fish.

317. Naylor, J. Production, trade and consumption of small shoaling pelagic species. FAO Fish. Tech.Pap., (126):48p. 1973. Fr.
Examines trends in the catch, utilization, trade and consumption of small pelagic species. Presents perspectives of future demand and indicates possible opportunities for increased international trade.

318. Naylor, J. Production, trade and utilization of seaweed and seaweed production. FAO Fish. Tech.Pap., (159):73p. Fr.
The paper attempts in a non-technical manner to examine the various seaweed species and the products derived therefrom; to review recent trends in output, utilization and trade and to identify possible opportunities for greater economic exploitation of algaic resources.

319. Necklen, R. Development of the fish marketing system. St. Lucia. Rome, FAO. 1987. 36p. TCP/STL/6651. Field Doc.1.
Reviews fish marketing strategies in St. Lucia, and the economic viability of the St.Lucia Fish Marketing Corporation.

320. Necklen, R. Marketing, distribution and cool storage of fish. In Indo-Pacific Fisheries Commission, Proceedings 19th Session, Kyoto, Japan, 21-30 May 1980, Section III. Bangkok, FAO RAPA. 1980. p.643-56.
Traces history of a New Zealand Bilateral Aid Project in West Sumatra from 1973-9. One of its main objectives was to increase the marketability of the fish catch. Discusses the benefits of the project and the reasons for its success.

321. Négro, Y. Le marketing: une autre manière d'aborder les problèmes du secteur de la pêche. Pêche Maritime, (1275):329-333. 1984.
This paper is divided into two parts: the first outlines how marketing can be another way to approach the problems of the fishery sector, the second part looks at different areas of research that should be given attention for more effective marketing of fish and fish products.

322. N'Goma, G. Ecoulement du poisson vivant et du poisson frais-congelé de la Cuvette Congolaise. Aspects techniques, socio-économiques et possibilities de développement. FAO Fish.Circ., (867):31p. 1993.
Outlines the various socio-economic and technical factors responsible for the low number of fish retailers and sales of fresh and frozen fish. Development possibilities are identified and recommended in this document.

323. Nichols, J.P. et al. Marketing alternatives for fishermen. Texas A and M University, Sea Grant College Programme, TAMU-SG Pub,.(80-204):46p. 1980.
Purpose of this paper is to present a more informed view of the market problems faced by fishermen and of the alternative approaches which may be available to them.

324. Nicoll, R. Fishermen cash in on market venture. Aust.Fish., 52(12):22-23 1993.
A consortium of Australian fishermen defied industry scepticism by processing, marketing and distributing its catch, cutting out middlemen and thus increasing returns to the catching sector.

325. Nierentz, J.H. Canned tuna markets in Japan. In Tuna 91 Bali. Papers. World Tuna Conference. 2. Bali, Indonesia 13-15 May 1991. H. de Saram (ed.). p.147-151. Kuala Lumpur, INFOFISH. 1991.
Describes the Japanese market and how consumption of canned tuna has grown due to westernized food habits. Presently yellowfin is the predominant species used by canneries.

326. Nierentz, J.H. Le marché européen du poisson en conserve et quelques perspectives quant à la production marocaine. In Textes des exposés présentes à Agadir 87. Rencontre Internationale Entre Exportateurs Marocains et Acheteurs Internationaux de Poisson, Agadir, Maroc, 24-27 Nov. 1987. Agadir, INFOPECHE. 1987. p.19-21.
Examines Moroccan exports of canned fish products to the EEC, in particular canned sardines. Also examines its position on the international market.

327. Nierentz, J.H. Le marché européen du poisson fumé en conserve. In Textes des exposé présentes à Agadir 87. Rencontre Internationale Entre Exportateurs Marocains et Acheteurs Internationaux de Poisson, Agadir, Maroc, 24-27 Nov. 1987. Agadir, INFOPECHE. 1987. p.26-28.
Outlines the European market for smoked canned fish and presents the results of an informal inquiry conducted at the commercial forum of ANUGA which concentrated on the market for canned fish products in Europe. Also gives special attention to Morocco and its present position on the European market.

328. Nierentz, J.H. and H. Josupeit. World cephalopod supply. In Squid 89 Lisbon. Proceedings. First World Cephalopod Conference, Lisbon, Portugal, 13-15 March 1989. London, Agra Europe. 1989. p.44-46.
Presents an overview, mainly in statistical terms of world cephalopod production by country and species, national supplies in the main consuming countries and price changes during the last 5 years.

329. Noguchi, K. Present status and outlook of imported shrimp in the Japanese market. In Seafood 90 Japan. Proceedings. International Conference on High-Value Seafood Products, Kyoto, Japan, 12-14 March 1990. London, Agra Europe. 1990. p.394-398.
Discusses why shrimp consumption has rapidly expanded in Japan, the sectors shrimp goes to (institutional use and household consumption). Argues that consumption will steadily grow due to its popularity and the various uses in Asian/Chinese/Western dishes.

330. Nowak, H. and R. Porras. Survey of fish processing and fish marketing. Republic of Korea. Rome, FAO. 1970. 35p. 10 tab. SF/KOR 28. Tech. Rep. 4.
Looks at processing facilities, methods of transportation, quality control, and storage. Describes in particular the potential role of the Korean Cold Storage Company Ltd. in the future of fish marketing. Also reviews pricing structure.

331. Nyagambi, J.F.M. Studies on social and economic aspects of fish processing, utilization and marketing in Kenya. In Proceedings of the FAO Expert Consultation of Fish Technology in Africa/Compte Rendu de la Consultation d'Experts FAO sur la Technologie du Poisson en Afrique. Accra, Ghana, Oct. 22-25, 1993. FAO Fish.Rep., (467) Suppl.:198-204. 3 ref. 1 tab. 4 app. 1993. fr.
Discusses socioeconomic conditions of artisanal fish processors and traders in Kenya. Studies conducted in 1988 were at selected landing beaches (marine and inland waters), with the objective to study and identify trends and shortcomings in artisanal fish processing, utilization and marketing.

332. Nyagambi, J.F.M. and F.M. Pertet. Review of progress made on improved handling of fish in Kenya. In Proceedings of the FAO Expert Consultation on Fish Technology in Africa, Abidjan, Côte d'Ivoire, 25-28 April 1988. FAO Fish.Rep., (400) Suppl.:14-16. 2 ref. 1990. fr.
This paper looks at how fish handling has improved, with larger fishery centres becoming better equipped with facilities for ice production, chill or cold stores, transport and marketing.

333. Nyholm, E. and P.S. Whiting. Fresh water fish economic studies in Kenya, Uganda and the United Republic of Tanzania (1967-71). Rome, FAO. 1975. 77p. 11 ref. 18 tab. RAF/65/049/2.
Presents a regional picture of the fishing industry, with the aim of suggesting ways of reducing costs, expanding markets and finding new markets. Contains a survey of Nairobi dried and smoked fish retail stalls, results of market surveys, and cost and earning studies.

334. Odoemenem, I.U. Fish marketing in selected markets of Makurdi, Nigeria. In Proceedings of the FAO Expert Consultation on Fish Technology in Africa/Compte Rendu de la Consultation d'Experts FAO sur la Technologie du Poisson en Afrique. Accra, Ghana, Oct. 22-25, 1991. FAO Fish.Tech.Pap., (465) Suppl.:p.186. 1993. fr.
Describes the fish marketing system in Makurdi, where fish is largely supplied by artisanal fishermen. Women are mainly involved with in the fish retailing business whereas collection and wholesaling is done by the men.

335. OECD. International trade in fish products: effects of the 200-mile limit. Paris, OECD. 1982. 192p.
Assesses implications of extension of fishing limits to 200 miles for fisheries economies of OECD countries. Considers changes (1977-81) in distribution of fish supplies and consequences for trade. Analyses demand for fish and causes influencing evolution of international market for fish and fishery products.

336. OECD. Problems of trade in fishery products. Paris, OECD. 1985. 384p. Fr.
Reviews shifts in member states' production in fishing sector due to new regime of the sea. Describes measures applied to import and export of fishery products. Considers three major product groups: demersal fish, tuna and crustaceans.

337. Ogunmoroti, T. and A. Abiodun. Economics of fish retail marketing system in Lagos State. J.West.Afr.Fish., (4):196-206. 1989. fr.
A survey of major fish markets in Lagos State was conducted form 1983 to 1985. An analysis of the effectiveness of the fish retail trade revealed that the pursuit of profit maximization on the part of the traders did not correspond to the attention given to the maintenance and/or improvement of the product they handled.

338. Ohtsuru, N. Production, marketing and consumption of cephalopods in Japan. In Seafood 90 Japan. Proceedings. International Conference on High-Value Seafood Products, Kyoto, Japan, 12-14 March 1990. London, Agra Europe. 1990. p.25-32.
An overview is given of the current situation regarding the production, marketing and consumption of cephalopods, especially squid in Japan. Information is provided concerning supply and demand, fishing operations, imports, consumption and marketing.

339. Omar, I.H. Market power, vertical linkages and government policy: the Malaysian fish industry. Dissert.Abst.Inter.A.Humanities & Soc.Scie. 49(10):p.3103 1989.
This thesis introduces a broad and systematic framework for analysing the distribution system of fish in Malaysia.

340. Ono, T. Sashimi tuna market in Japan. In Seafood 90 Japan. Proceedings. International Conference on High-Value Seafood Products, Kyoto, Japan, 12-14 March 1990. London, Agra Europe. 1990. p.274-279
This paper discusses world landings, world tuna trade, the sashimi market in Japan, and skipjack (Katsuwonus pelamis) as sashimi. Also discusses future issues where mention is made about resource conservation and utilization of resources.

341. O'Sullivan, G. European smoked salmon market. In Seafood 90 Japan. Proceedings. International Conference on High-Value Seafood Products, Kyoto, Japan, 12-14 March 1990. London, Agra Europe. 1990. p.334-341.
Describes the European smoked salmon market as one of the fastest growing seafood markets. Gives an overview of the present situation of the smoked salmon market in Europe, differences between markets and looks at future trends.

342. Oucherif, R. Importance d'approvisionnement de la halle et des usines d'Agadir en poissons séchés dans la région comprise entre Tan-Tan et Dakhla, Maroc. Rabat, Institut Agronomique et Vétérinaire Hassan 2. 1990. 48p. 8 tab. 12 graphs. 9 ann. 6 ref.
Discusses the importance of supplying fish products from ports and factories of Agadir to places along the Saharian coast, particularly between Tan-Tan and Dakhla.

343. Owen, A.D. Modelling tuna markets: some preliminary observations. In Economics of Fishery Management in the Pacific Islands Region. Proceedings of an International Conference held at Hobart, Tasmania, Australia, 20-22 March 1989. H. Campbell et al. (eds.). ACIAR Proceedings Series, 26:117-122. 2 ref. Canberra, ACIAR. 1989.
Provides a framework for the study of tuna markets. It begins by making some general observations concerning the specification of economic models of commodity markets, before giving specific consideration to the tuna market.

344. Pak-Poy, P.G. and Associates. Malaysia, Baseline and socioeconomic studies. Besut Integrated Fisheries Development Project. vol.1: Main report. vol.2: Appendices. GCP/MAL/009/CAN. v.1 :115p. v.2:var.pag. 1982.
Study aimed at establishing the existing socio-economic conditions of fishing communities of Besut District as a basis for policy formulation.

345. Palfreman, D.A. First steps in exporting fish: a guide for developing fish industries. Hull (UK), Humberside College of Higher Education, School of Fisheries Studies. 1985. 26p.
A practical manual of exporting for developing countries, covering the role of governments in export, market research, packaging, and finance. Annexes provide a glossary of terms and a bibliography.

346. Palsson, T. Market for fish-based ready meals - France. GLOBEFISH Res.Prog. (22):49p. 1993.
Describes the French market for fish-based ready meals, covers the socioeconomic factors affecting demand, production of fish-based ready meals and the market for them. Points out the main factors influencing the future growth of the French market.

347. Panayotou, T. Small-scale fisheries in Asia: socio-economic analysis and policy. Ottawa, Ontario, IDRC. 1985. 283p. IDRC-229E. es., fr.
Response to need for better understanding of constraints and opportunities facing small-scale fisheries. Contains 23 papers from Bangladesh, Malaysia, Philippines, Sri Lanka, and Thailand, based on original field research.

348. Panikkar, K.K.P. and R. Sathiadhas. Marine fish marketing trend in Kerala. J.Mar.Biol. Assoc.India, 31(1/2):239-246. 1989.
Deals with the fresh marketing system prevailing in Kerala, the price structure, seasonal and spatial price variations, marketing margins of commercially important varieties of fish and the share of fishermen as well as middlemen in consumer's rupee.

349. Peña, M. Market development of the production of the Sudd fishery. In FAO, The Sudd fisheries: potential and prospects. Report of the seminar in Juba, the Sudan, 24-28 November 1981. Rome, FAO. 1982. p.67-70.
Review of fish marketing in the Sudd, its problems, and recommendations for its development.

350. Peña, M.S., and A.J. Wirth. Interregional Project for the Development of Fisheries in the Western Central Atlantic. Report on mission to Grenada. WECAF Rep., (24):48p. 1979.
A survey of the marketing situation in Grenada with recommendations for its improvement. Looks at distribution, landings, prices, and consumer preferences.

351. Penn, E. Cost analysis of fish price margins, 1972-77, at different production and distribution levels. Washington, D.C., National Oceanic and Atmospheric Administration, National Marine Fisheries Service. 1980. 33p. + 96p. appendix tables. 12 ref. NOAA Tech.Memo., NMFS OF4.
Aimed at providing information which will benefit the fishing industry in policy decisions on production scale and price levels in a competitive market and at helping fishery authorities analyse economic impact of a fishery after implementing management control or development projects. Analyses costs and profits of price margins of fish products to estimate value added in order to compare economic contributions and production of different fishery sectors and different fisheries.

352. Penn, E. Marketing bill and its cost components of U.S. food fish products. NOAA Tech.Memo., NMFS OF3, National Oceanic and Atmospheric Administration, National Marine Fisheries Service. 1980. 25p. 9 ref.
Based on the cost analysis of price margins of 18 fishery products, cost bills are estimated and expanded to include all edible fishery products harvested, imported, distributed and consumed in the US 1972-77.

353. Philipson, P.W. (ed.). The marketing of marine products from the South Pacific. Suva (Fiji), Inst. of Pacific Studies, Univ. of the South Pacific. 1989. 307p. incl. biblio.:267 ref.
A compilation is presented of various fish market related studies produced at the South Pacific Forum Fisheries Agency during the period 1985-88.

354. Piansay, E., Z. de la Cruz and M. Lizarondo. Marketing operations of sustenance fishermen in Camarines Sur. Quezon City (Philippines), Bureau of Agricultural Economics. 1979. Marketing Res.Rep., 1(1):69p. 36 tab. 6 fig.
Report of a study conducted in Camarines Sur in 1979, focusing on marketing operations of sustenance fishermen in the locality.

355. Pillay, T.V.R. Marketing of aquaculture products. In Aquaculture: principles and practice. Oxford (UK), Fishing News Books Ltd. 1990. p.244-252. 6 ref. 1 fig.
This chapter looks at consumer preferences and marketing and how they contribute to the success of the aquaculture sector. It evaluates activities, marketing strategies and research and the use of test-marketing.

356. Pinho, A.D. De A. Perspectives des marchés de la conserve de sardine portugaise. In Conference Proceedings. World Conference on Small Pelagics/Compte-rendus de la Conférence. Conférence Mondiale sur les Petits Poissons Pelagiques, Abidjan, Côte d'Ivoire, 10-12 June 1991. Abidjan, INFOPECHE. 1991. p.179-182. en.
This paper describes the existing markets of the Portuguese canned sardines. The EEC accounts for 70%, a good potential exists in Spain, while Eastern Europe is another potential market in the long term.

357. Polanski, Z. The fishery industry in Poland. GLOBEFISH Res.Prog., (19):42p. 1993.
Reviews the fishery industry in Poland from 1950 to the present, taking account of production and consumption in the early 1990s in the transition from a centralized to a market economy.

358. Pomeroy, R.S. Economic studies of tropical small scale fisheries: a discussion of methodologies. In Proceedings of the Thirty-Ninth Annual Gulf and Caribbean Fisheries Institute, Hamilton, Bermuda, Nov. 1986. G.T. Waugh (ed.). Charleston, NC (USA), Gulf and Caribbean Fisheries Institute, 1989. p.113-119. 4 ref. es.
This research conducted on the Matalom fishery, presents a methodology to examine the many misconceptions and unanswered questions related to small scale fishermen and fishing communities in the Philippines. It emphasizes the study of the production and marketing sectors of the fishery.

359. Pomeroy, R.S. The economics of production and marketing in a small scale fishery: Matalom, Leyte, Philippines. Dissert.Abst.Inter.A.Humanities & Soc.Scie., 50(9):3001-3002. 1990.
Surveys of fishermen and middlemen were conducted in three villages in Matalom, Leyte, Philippines to obtain information on production and marketing practices.

360. Pomeroy, R.S. Fish marketing in the Philippines: is the "Suki" symbiotic or parasitic? Naga 15(3):13-14. 1992.
This paper examines whether or not the suki exploits the fishers, and concludes that the relationship is symbiotic rather than parasitic, with both parties gaining from the relationship.

361. Posadas, B.C. Household demand for fish in Iloilo City, Philippines. In Proceedings of the First Asian Fisheries Forum, edited by J.L. Maclean, L.B. Dizon and L.V. Hosillos. Manila, The Asian Fisheries Society. 1986. p.451-3. 8 ref.
Presents the results of a survey of 336 households in Iloilo City, Phillipines.

362. Pownall, P.C. Promotion and the media. In FishExpo '76 Seminar. Report of Proceedings, Melbourne 21-23 Sept.1976. Dept.of Primary Industry, Australian Government Publishing Service, Canberra. 1977. p.707-14.
Looks at means of promoting sales of local fish species in Australia and of educating public with regard to the nutritional value of fish.

363. Prasad, Y.E. and V.V.N. Nath. A study on price spread, marketing costs and marketing constraints of fish production in Andhra Pradesh. Agric.Marketing, 35(2):24-26. 4 ref. 1 tab. 1992.
Data was collected for 1989/90 from 60 fish farmers in 6 villages and from a representative sample of 8 fish traders. Marketing problems faced by fish farmers are listed and recommendations are made to overcome these problems.

364. Puccini, D.S. and L. Gaetan. A framework for fisheries marketing. In Report on the CIDA/FAO/CECAF Workshop on Fishery Development Planning and Management. Rome, FAO. 1980. p.213-22.
Provides introduction to basic principles of marketing with particular reference to the marketing dimension of management. Looks at different types of marketing methods, and in particular at the Canadian marketing experience.

365. Purcell Maschke, A. Production, trade and consumption of gastropopds and bivalve molluscs. FAO Fish.Circ., (345) Rev. 1.:64p. biblio. 1978. Fr., Es.
Considers trends in the production, international trade and consumption of the gastropod and pelecypod classes of molluscs with the objective of evaluating their future development possibilities.

366. Purcell Maschke, A. Rol de los gobiernos en el mercadeo de productos pesqueros. In Seminario Regional FAO/OEA sobre Mercadeo de Productos Pesqueros, Lima, Peru, 9-30 de junio de 1976. 1976. 10p. MP/76/Doc.9.
Looks at government intervention in fishery marketing, covering its various forms, such as trade regulations and quality control, and provision of infrastructures, and price policy.

367. Queirolo, L.E., R.S. Johnstone. Research in global groundfish markets: an exercise in international cooperation. Marine Fisheries Review, 51(1):28-32. 14 ref. 1989.
Takes a broad look at new patterns of international trade and management regimes that have resulted from extended jurisdiction. Reviews the progress of an international cooperative study to investigate supply and demand relationships in world groundfish markets.

368. Quilkey, J.J. et al. Fish drying in Indonesia: some economic issues of improved technology. ACIAR/ISNAR Project Papers,(20):59p. ref. tab. fig. Canberra, ACIAR. 1990.
Five papers are presented together with a list of working papers, that concentrate upon salted fish consumption; prices of salted fish at retail markets and marketing of dried fish at the processor level.

369. Rackowe, R. et al. The international market for shrimp. Kuala Lumpur, FAO/INFOFISH. 1983. ADB/FAO/INFOFISH Market Studies, (3):79p. 32 tab. 10 fig.
Part of a series of studies to assist ADB and member countries to plan future investment in fish production and marketing facilities. Analyses market situation and projected future absorptive capacity of domestic markets for fishery products in developing member countries of the ADB. Examines export market potential. Forecasts supply, demand and prices for key fishery products for 1990.

370. Ramana, U.V. et al. Fish marketing in a coastal mandal - a micro-analysis. Indian J.Agric. Marketing, 4(2):198-203. 5 tab. 1990.
Three villages near the Bapatia mandal (Guntur district, Andhra Pradesh) were selected for this study. Its objectives; to identify the marketing channels for fish and to calculate the marketing costs and margins for different varieties of fish of commercial importance; and to study the economics of drying fish.

371. Rapport Bangladesh Ltd. Report on survey of marketing of fish and shellfish in Bangladesh. Dhaka, Rapport Bangladesh Ltd. 1986. 143p. 19 tab. 8 app. 37 fig.
Gives an overview and general background of the situation in Bangladesh, the chapters cover the following areas: patterns of fish distribution and marketing; infrastructure; the findings of field survey on quantity, price and cost (domestic market); export marketing; economic analysis (quantity and price data); and conclusions and recommendations.

372. Reaño, J. Rodriguez. Processing and marketing of cured fish in Peru. In Cured fish production in the tropics. Reilly, A., Barile, L.E. (eds.) Quezon City, Univ. of the Philippines/GTZ. 1986. p.73-8.
Discusses processing and marketing of cured fish consumption is increasing and some production has even been exported to other Latin American countries.

373. Remo, J.M. Rapport au Gouvernement du Niger sur le commerce du poisson dans la Vallée du Niger. Rome, FAO. 1970. 18p. 4 ref. UNDP TA 2902.
Reviews the processing and marketing of fish in Niger. Looks at fishermen's cooperatives and their activities in marketing. Gives recommendations for the improvement of the marketing system.

374. Rene, F. and P. Daniel. Fish processing and marketing in lakes Mobutu, Edward and George regions. In Compilation of the papers presented at the Technical Consultation on Lakes Edward and Mobutu shared between Zaire and Uganda, Kampala, Uganda, 17-21 Sept., 1990. G. Ssentongo (ed.) Bujumbura (Burundi), FAO/UNDP. 1992. p.56-62. RAF/87/099-WP/10/92(En)
Techniques for fish processing in lakes Edward and Albert include salt-drying, pickling, sun-drying and smoking. Marketing is very developed, well organized and informal.

375. Rey, H. Secteur informel et marché: le cas de la filière halieutique dans le Delta central du Niger. Cah.Scie.Humaines, 30(1/2):289-301. 28 ref. 1994. en.
This paper is based on a study of the informal financing networks within the fishing industry in the central delta of the Niger, Mali.

376. Reynolds, J.E. (ed.). Marketing and consumption of fish in eastern and southern Africa: selected country studies. FAO Fish.Tech.Pap., (332):194p ref. tab. fig. 1993.
Seven country studies of fish marketing and distribution patterns are presented. The seven countries are: Burundi, Lesotho, Malawi, Tanzania, Uganda, Zambia and Zimbabwe.

377. Robinson, M.A. Trends and prospects in world fisheries. FAO Fish.Circ., (772):16p. 1984. En, Fr.
Examines role of fisheries in nutrition. Analyses factors which could influence future supply and demand.

378. Rodríguez Marqués, G. Productos pesqueros con mayor valor agregado de América Latina. In Trabajos presentados en la Segunda Consulta de Expertos Sobre Tecnología de Productos Pesqueros en América Latina, Montevideo, Uruguay, 11-15 Dec. 1989. FAO Inf.Pesca, (441) Suppl.:p.287-291. 1992.
The objectives of this study was to promote high-value fish products processed in Latin America destined for the European catering services. Profiles the high-value fish products of various Latin American countries; Ecuador, Uruguay, Venezuela and Mexico.

379. Rosson, P.J. The Tanzanian fisheries and marketing reform. Eastern Africa J.Rural Dev., 10(1/2):217-34. 2 fig. 12 ref. 1977.
Assesses the role of marketing reform as a component of development planning and modernization in relation to plans to develop Lake Victoria fisheries.

380. Ruckes, E. Capacitación en el mercadeo de productos pesqueros. In Seminario Regional FAO/OEA sobre Mercadeo de Productos Pesqueros, Lima, Perú, 9-30 de junio de 1976. 1976. 14p. MP/76/Doc.19.
Looks at possible topics for training programmes in fishery product marketing for administrators, traders and producers.

381. Ruckes, E. Changes in fish retailing. In FAO Technical Conference on the Development of Food Marketing Systems in Large Urban Areas, Buenos Aires, 8-17 May 1973. 1973. AGS:FMLA/73/21. 25p.
Discusses changes in fish retailing in West Europe and North America - one of factors of importance is preference for frozen fish and convenience foods.

382. Ruckes, E. Die Vermarktung von Frisch-und Frostfisch im Zugewirtschaftlicher Entwicklung: Wandelanalyse und Planungsansatz. (Marketing of fresh and frozen fish in relation to economic development. Analysis of change and approach to planning.) Fachbereich Internationale Agrarentwicklung, Technische Universitat Berlin, Institut fur Sozialokonomie der Agrarentwicklung, Berlin. 1978. 258p. (Ph.D thesis). 12p. ref.
Analyses changes in marketing of fresh and frozen fish during economic development and identifies factors responsible. Describes influence of socio-economic development on production techniques and demand structure. Enumerates factors relevant to fish marketing planning.

383. Ruckes, E. Fish utilization, marketing and trade in countries bordering the South China Sea - status and programme proposals. Rome, FAO. 1973. 33p. 2p.ref. SCS/DEV/73/8.
A desk study reviewing fish utilization patterns and marketing arrangements in countries bordering the South China Sea. Then looks at opportunities for trade in fishery products, and development objectives in fish utilization, marketing and trade.

384. Ruckes, E. Guidelines for fish marketing development. Report. In Workshop on Fishery Credit and Marketing Development, Bangkok, Thailand, 13-17 Nov. 1989. FAO Fish.Rep., (435):71-86. 1990.
The specific characteristics of a fish marketing system are examined, considering links with fishery credit in the light of possible policy objectives. Fundamental features of planning a fish marketing development programme and to identify priority areas for study and development action are outlined.

385. Ruckes, E. Le marché du poisson en Tunisie. In Etude du potentiel aquacole et propositions pour une politique de développement de l'aquaculture en Tunisie. Rome, FAO. 1982. p.53-84. ADCP/MR/83/21. 13 graph. 10 tab.
Looks at marketing systems for fish in Tunisia, species by species, and proposes short-term changes.

386. Ruckes, E. Marketing aspects of the development of small-scale fisheries. In Indo-Pacific Fisheries Commission, Proceedings 19th Session, Kyoto, Japan, 21-30 May 1980. Bangkok, FAO RAPA. 1980. p.955-63.
Provides checklist for the identification of shortcomings in existing marketing systems. Discusses the role of the government in improving the marketing situation and looks at the traditional marketing environment.

387. Ruckes, E. Mercadeo de pescado y desarrollo económico. Bases de la planificación en el mercadeo de pescado. In Seminario Regional FAO/OEA sobre Mercadeo de Productos Pesqueros, Lima, Perú, 9-30 de junio de 1976. 1976. 11p. MP/76/Doc.23.
Looks at changes in the fishery sector due to economic development, and those in the marketing system. Presents a draft plan for marketing development.

388. Ruckes, E. Sistemas y políticas de precios en la comercialización del pescado. In Seminario Regional FAO/OEA sobre Mercadeo de Productos Pesqueros, Lima, Perú, 9-30 de junio de 1976. 1976. 10p. 4 ref. MP/76/Doc.8.
Presents a review of sales systems and changes in them caused by economic development, government pricing policy, and price policy as a part of the sales system.

389. Ruckes, E. Venta de pescado al por menor. In Seminario Regional FAO/OEA sobre Mercadeo de Productos Pesqueros, Lima, Perú, 9-30 de junio de 1976. 1976. 19p. MP/76/Doc.7.
Review of retail marketing structure in various countries, with suggestions for layout and equipment for retail fish stores.

390. Sachithananthan, K. Utilization and marketing of marine products from Mohamed Gol, Sudan. Rome, FAO. 1982. 34p. 13 ref. 7 fig. RAB/81 /002/INT/4.
Report of a mission to formulate programme for utilization and marketing of marine produce. Discusses existing facilities, recommends development centred on a strengthened fisheries cooperative at Mohamed Gol and suggests programme for post-harvest fish handling, processing, storage, distribution and marketing.

391. Salapare, S.S. Mercados en Asia para productos de pequeños peces pelágicos. GLOBEFISH Res.Prog., (10):64p. 1992.
Profiles are given of each country (Japan, Korea, Philippines, Thailand, Malaysia, Indonesia, Taiwan and Singapore) including data regarding landings, imports and exports of pelagic products.

392. Saxena, M.H. Commercial fishes, their sale and some economic aspects of the trade in the fish market of Jodhpur (Rajasthan, India). Int.J.Acad.Ichthyol., 5(1-2):181-2.
This study of Jodhpur fish market attempts to cover lack of studies of consumer response in fish markets, detailing the average sales of the various commercial fish species and analysing economic aspects.

393. Schack, V.O.F. Fish handling and marketing in the Kigoma Region of Lake Tanganyika - United Republic of Tanzania. In Fish processing in Africa. Proceedings of the FAO Expert Consultation on Fish Technology in Africa, Lusaka, Zambia, 21-25 January, 1985. FAO Fish.Rep., (329) Suppl.:412-23. 1986.
Describes present handling and marketing practices, their shortcomings and deficiencies. Provides general recommendations for marketing system reorganization.

394. Scharm, W. Traditional production and marketing of dried fish in Mauritania. In Cured fish production in the tropics. Reilly, A., Barile, L.F. (eds.) Quezon City, University of the Philippines/GTZ. 1986. p.79-83.
Despite the fact that Mauritania has abundant fish stocks, it is not traditionally a fishing nation, only a marginal part of the population being involved. This paper, taken from few dispersed documents and from oral history, looks at methods of drying employed and effects on consumption and marketing.

395. Scheid, A.C. and J.G. Sutinen. The structure and performance of wholesale marketing of finfish in Costa Rica. Kingston (US), University of Rhode Island. 1979. ICMRD Working Paper, (4):60p. 18 ref.
Describes the structure and performance of the wholesale fish marketing sector in Costa Rica. Presents data from field surveys of the Costa Rican small-scale fisheries.

396. Schrank, W.E. and N. Roy (eds.). Econometric modelling of the world trade in groundfish: proceedings of the NATO Advanced Research Workshop, St. John's, Newfoundland, Canada, Aug. 14-18, 1989. NATO ASI Ser.E: Applied Sciences, v.201:572p. ref. tab. fig. Dordrecht, Kluwer Academic Pub. 1991.
Presents papers given at two conferences on "econometric modelling of the world trade in groundfish". The first was the Summer Modelling Institute, June-August 1989, and the second was a NATO Advanced Research Workshop, Aug. 14-18, 1989, both held at St John's, Newfoundland.

397. Schroedter, W. Fish marketing for small scale fishermen. Indonesia. Rome, FAO. 1982. 29p. DP/INS/78/014. Field Doc.6.
Looks at fish marketing situation in Central Java and South Sulawesi and makes recommendations for its improvement.

398. Schroedter, W. Fish marketing in northern Malawi. Rome, FAO. 1982. 27p. DP/MLW/75/019. Field Doc.22.
Describes activities of the Fishery Expansion project, including the investigation of possible methods of transport of fish to the northern part of Malawi, possible locations for market/storage facilities and recommendations for change in price structure.

399. Sen, P. Frozen small pelagics markets in Nigeria. In Conference Proceedings. World Conference on Small Pelagics/Compte-rendus de la Conférence. Conférence Mondiale sur les Petits Poissons Pelagiques. 1. Abidjan, Côte d'Ivoire, 10-12 June 1991. Abidjan, INFOPECHE. 1991. p.119-126. fr.
Describes market demand, market supply and market price/distribution of frozen small pelagics in Nigeria, with mackerel and horsemackerel being the popular pelagic varieties preferred by Nigerians.

400. Shaw, S.A. Marketing: a practical guide for fish farmers. Oxford, Fishing News Books. 1990. 96p.
This manual sets out all the fish farmer needs to know in a practical, readable and concise way. Only the essential know-how is included. Includes chapters on joint marketing, distribution, exporting and handling the product.

401. Shaw, S. Marketing the products of aquaculture. FAO Fish.Tech.Pap., (276):106p. 1986.
A manual covering all aspects pertinent to marketing of aquaculture products, with particular attention to small-scale fish farmers. Topics discussed include: choosing products and markets, aquaculture economics and marketing decisions, distribution, pricing, quality, marketing cooperatives and planning for marketing decisions.

402. Shaw, S.A., R.W. Shaw and R.E. Thomas. An investigation of trends in the production, distribution and consumption of salmon and trout in the UK with recommendations for a future marketing structure for the industry as a whole. Stirling (UK), University of Stirling, Industrial Projects Service. 1981. 206p. 14 ref. 102 tab.
Investigates consumption and distribution patterns for trout and salmon produced in the UK. Suggests marketing structures to be developed to meet future demand. Considers how demand might be influenced by promotional activities.

403. Sheves, G.T. Technical assistance for marketing and cooperatives. Somalia. Rome, FAO. 1984. 16p. UTF/SOM/028/SOM. Field Doc.1.
Report on distribution depot "supermarket" set up to provide fishermen in outlying communities with access to Mogadiscio fresh fish market, thus receiving better prices.

404. Slaymaker, J.E. The marketing and distribution system for fresh fish in south west England: modelling the effects of supply variation. Dissert.Abst.Inter.A.Humanities & Soc.Scie. 49(7):p.189. 1989.
By identifying the distribution system in the fishing industry of Devon and Cornwall, UK, the thesis develops a modelling framework with forecasting properties within which distribution system problems can be analysed.

405. Smart, J.K. Report on project activities 1983-6. Report prepared for the project Management Support to the National Corporation for Fish Marketing. PDY. Rome, FAO. 1987. 39p. DP/PDY/81/018. Field Doc.1.
Looks at project results and conclusions: the training of NCFM staff, NCFM organization and structure, development of fish marketing methods, establishment of model retail sales centres, improvement of handling and storage.

406. Smith, I.R. and A.N. Mines. Small-scale fisheries of San Miguel Bay, Philippines: economics of production and marketing. ICLARM Tech.Rep., (8):143p. 1982.
Contains papers analyzing the economic aspects of fisheries production and marketing in San Miguel Bay. Represents results of data collection and analyses 1979-1981.

407. Smith, I.R. and K-C. Chong. Market constraints inhibit milkfish expansion in Southeast Asia. Aquacult.Mag., 10(6):28-33. 10 ref. 3 fig. 1984.
Looks at the market constraints which are eroding milkfish's pre-eminence as an aquaculture commodity in Taiwan, Philippines, and Indonesia: the dramatic increase in aquaculture production, changes in real per capita income, and distance separating production areas from markets.

408. Smith, P. Marketing efficiency: Is the fishing industry missing the boat? Aust.Fish., 51(4):27-30. 1992.
Argues that fundamental problems of marketing efficiency need to be addressed before the fishing industry can gain the benefits of improved fisheries management.

409. Smith, P. and C. Reid. Efficiency of Australian seafood marketing. ABARE Res.Rep., (93.1):133p. 56 ref. 8 tab. 9 fig. 1993.
The efficiency of current marketing arrangements is examined and significant impediments to domestic and exporting markets of seafoods are identified. Also examines the current role of government in seafood marketing.

410. Snyder, D.G. Processing, product development and marketing of Belizean fishery products. Rome, FAO. 1976. 39p. DP/BZE/71/007/2.
Report of a project aimed at improving the performance of the fisheries industry, particularly naval architecture, fish processing and marketing. Looks at fisheries cooperatives, associations and related organizations. A provisional marketing survey was conducted in US as a marketing outlet for Belizean fishery products.

411. Somers, J. Exporting to Egypt: the Irish experience. In Conference Proceedings. World Conference on Small Pelagics/Compte-rendus de la Conférence. Conférence Mondiale sur les Petits Poissons Pelagiques. 1. Abidjan, Côte d'Ivoire, 10-12 June 1991. Abidjan, INFOPECHE. 1991. p.109-117. fr.
Gives an Irish perspective of the Egyptian pelagic fish market, outlines: the importers of fishery products into Egypt, the suppliers of fishery products to Egypt, the Irish trade in pelagic fish, quality control and doing business in Egypt.

412. Sonu, S.C. Product and market development: the potential for added value: Japan and US. In Squid 89 Lisbon. Proceedings. World Cephalopods Conference. 1. Lisbon, Portugal, 13-15 March 1989. London, Agra Europe. 1989. p.185-186.
Describes the US market for squid and squid products. Examines imports and exports of the US and the present and future trends.

413. Sounness, J. Apoyo administrativo a unidades regionales de distribución. In Seminario Regional FAO/OEA sobre Mercadeo de Productos Pesqueros, Lima, Perú, 9-30 de junio de 1976. 1976. 18p. MP/76/Doc.6.
Analyses the organization of an administrative structure supporting regional fishery product distribution system and sales centres, and determines operational costs.

414. South China Sea Fisheries Development and Coordination Programme. Manila, Socio-economic and marketing study of municipal fishing households, Bayawan, Negros Oriental, Philippines. Manila, SCS. 1983. 94p. SCS/83/WP/121.
Provides updated baseline information for reference in the implementation and future assessment of the Small-Scale Fisheries Development Project and as a model for any municipal fisheries development. It provides the socio economic profile of municipal fishermen and fry gatherers, and their households, plus costs and returns of fishing operations and marketing practices.

415. Spagnolo, M. Marketing of small pelagic fish in some Mediterranean countries. In GFCM, Report of the 2nd Technical Consultation on the Utilization of Small Pelagic Species in the Mediterranean Area, Zadar, Yugoslavia, 7-10 May 1985. FAO Fish.Rep., (331):191-201. 1985.
Refers to marketing and economics of utilization of small pelagic species in France, Italy and Tunisia, on the basis of information collected from a questionnaire regarding production, processing industry and marketing.

416. Spagnolo, M. Proposals for the expansion of the market for small pelagic fish in Italy. GFCM 16th Session, Rome, 27 Sept.-1 Oct., 1982. 1982. 10p. GFCM/XVI/82/Inf.5.
Analyses pattern of utilization of small pelagic species in Italy, marketing of products, and proposes expansion of market mainly through institutions and the catering trade.

417. Spleithoff, P.C. Handling, processing, and marketing of aquaculture products. In Women in Aquaculture. Proceedings of the ADCP/NORAD Workshop on Women in Aquaculture, Rome, FAO, 13-16 April 1987. Rome, FAO. 1987. p.57-65.
Describes role of women in the handling, processing and marketing of aquaculture products. Highlights performance of "fishmammies" to show abilities, capacities and constraints of women as fish processors and traders.

418. Srivastava, U.K. et al. Fishery sector of India. New Delhi, Oxford/IBH Publishing Co. Private Ltd. 1991. 465p.
The purpose of this study was to provide the Government of India with an assessment of the present constraints and future prospects which characterize the fishery sector, specifically the commercial marketing and processing of fishery products, shrimp aquaculture and operation of deep sea vessels in India.

419. Street, D.R. and G.M. Sullivan. Equity considerations for fishery market technology in developing countries: aquaculture alternatives. J.World Maricult.Soc., (16):169-77.
Discusses aquaculture as a means of satisfying low-income demand for improvement of nutritional levels and of raising incomes of sellers of fishery products.

420. Sturman, M.A. Consumer attitudes as reflected by statistical trends. In FishExpo '76 Seminar. Report of Proceedings, Melbourne 21-23 Sept.1976, Dept.of Primary Industry, Australian Government Publishing Service, Canberra. 1977. p.417-43. 7 tab. 8 graph.
Analyses available statistical data on fish and fish products to enable identification of changes which occur in demand for, and supply of, these products. Examines trends in local production and prices.

421. Subasinghe, S. and A. Jayasuriya. Utilization and marketing of seaweed in Sri Lanka. In Report. Seminar on Gracilaria Production and Utilization in the Bay of Bengal, Songkhla, Thailand, 23-27 Oct. 1989. Madras, FAO/BOBP. 1989. p.71-74. GCP/RAS/118/MUL; BOBP/REP/45.
Only 2 of 260 species of seaweed are exploited commercially in Sri Lanka, Gracilaria verrucosa and Gracilaria edulis. This paper outlines the various factors that hamper development of a seaweed production and processing industry.

422. Sukander, A. Improving the sale price of Indonesian fresh tuna fish. In Seafood 90 Japan. Proceedings. International Conference on High-Value Seafood Products, Kyoto, Japan, 12-14 March 1990. London, Agra Europe, 1990. p.213-225.
Examines the potential of tuna and skipjack fish in Indonesia as well as challenges faced by the Indonesian entrepreneurs brought on by government action. Also looks at quality of fresh tuna, volume of the catches, operating costs, marketing and the efforts for increasing the sales price.

423. Sullivan, G.M. and D. Hunt. A comparison of market channels for commercially-caught catfish and culture catfish in Alabama's Lower Tombigbee River basin. J. World.Maricult.Soc., (15):391-7.
Reviews results of a 1983 study of market channels for pond cultured catfish in West Alabama from two sources, wild and cultured, which were found to move to retail users along different and almost mutually exclusive marketing channels.

424. Suzuki, H. Demand and supply of salmon in the Japanese market. In Seafood 90 Japan. Proceedings. International Conference on High-Value Seafood Products, Kyoto, Japan, 12-14 March 1990. London, Agra Europe. 1990. p.330-333.
This paper provides, mainly in statistical terms information about supply and demand of salmon in Japan. Foresees that consumption of salmon is expected to continue at low prices and that competition between wild and cultured salmon will be tense.

425. Symes, D. and S. Maddock. The role of inland wholesale markets in the distribution of fresh fish in the UK. Brit.Food J., 91(5):7-12. 12 ref. 3 fig. 4 tab. 1989.
Examines the neglect of the inland markets, gives a brief description of them and analyses their present roles and identifies their particular functions within the wider marketing system. Also outlines the challenges of the 1990s.

426. Symes, D., S. Maddock and T. Marsden. The fish gate revisited: a re-examination of the distribution system for fresh fish in the UK. In Political, social and economic perspectives on the international food system. T. Marsden and J. Little (eds). Aldershot, Hants, (UK), Avebury. 1990. p179-199. ref.
The changes currently taking place within the fish marketing and distribution system of the UK are discussed. Attention is focused upon the role of the inlands markets, the most vulnerable section of the distribution chain.

427. Szabo, A. Rapport au Gouvernement du Mali sur les améliorations possibles de l'utilisation des produits de la pêche. Rome, FAO. 1970. 27p. UNDP TA 2900.
Reviews the conservation and utilization of fish in Mali, particularly with regard to dried and smoked fish. Covers also the distribution of fresh fish, and improvement of smoking and drying methods.

428. Szostak, S. Fish market and consumption of fish in Poland in 1992 (survey results). Biul.Morsk.Inst.Ryback, (130):43-52. 1993.
The article presents current opinions of consumers about fish consumption and the fish market in Poland, taking into account regional differences.

429. Tagle, M.A. Acceptability testing of fish protein concentrate (FPC) Type B. Rome, FAO. 1978. 180p. 68 ref.
Presents results of acceptability tests conducted in Indonesia, Philippines, Sri Lanka, Pakistan, Egypt and Sudan. Presents recommendations and analyses methodology. Shows sample surveys and data regarding food preferences and marketing aspects.

430. Takatsu, T. The Japanese supermarket and departmental store as a seafood outlet. In Seafood 90 Japan. Proceedings. International Conference on High-Value Seafood Products, Kyoto, Japan, 12-14 March 1990. London, Agra Europe. 1990. p.20-24.
Describes the Japanese food retailing industry, her import of seafoods, eating habits, what customers look for when buying fish, and outlines 6 points that should be noted with the future direction of seafood marketing in Japan with regard to the retail business.

431. Tall, A. Traitement traditionnel et commercialisation du poisson en Mauritanie. In Proceedings of the FAO Expert Consultation on Fish Technology in Africa/Compte rendu de la Consultation d'Experts FAO sur la Technologie du Poisson en Afrique, Abidjan, Côte d'Ivoire, 25-28 Apr. 1988. FAO Fish.Rep., (400) Suppl.:181-184. 1989. en.
Outlines traditional fish products and their processing in Mauritania. Traditional products consumed in the country or exported to African and European markets are dried fish, salted-dried fish, fermented-dried fish and dried roe.

432. Tannenbaum, S.R., B.R. Stillings, and N.S. Scrimshaw. The economics, marketing, and technology of fish protein concentrate. Camhridge (MA) and London, MIT Press. 1974. 500p.
Presents some of the papers of the International Conference on Fish Protein Concentrate held at MIT, June 6-8, 1972. The "Economics" section includes papers on marketing.

433. Taylor, R.A. The economics of white fish distribution in Great Britain. London, Gerald Duckworth & Co.Ltd. 1960. 240p. 26 fig.
Comprehensive study of fish distribution undertaken in the mid-1950s.

434. Teka, T. Recent development of fish marketing in Ethiopia. In Fisheries development, planning and resources management. Ethiopia. Proceedings of the National Seminar on Fisheries Policy and Strategy, Addis Ababa, Ethiopia, 22-25 Jun. 1993. Rome, FAO. 1993. p.134-141. FI/TCP/ETH/1357.
A review is made of the current status of fish marketing in Ethiopia. Fish production, consumption and demand, export market, prices and marketing organizations are described.

435. Tettey, E. World markets for frozen small pelagics. In Conference Proceedings. World Conference on Small Pelagics/Compte-rendus de la Conférence. Conférence Mondiale sur les Petits Poissons Pelagique. 1. Abidjan, Côte d'Ivoire, 10-12 June 1991. Abidjan, INFOPECHE. 1991. p.85-96. fr.
Presents an overview of the frozen small pelagic trade, with particular focus on herrings and mackerels. Profiles of major small pelagic importing and exporting countries are given; The Netherlands, United Kingdom, Norway and Japan. Also looks at the West African market for small frozen pelagics.

436. Teutscher, F., C. Breuil and A. Bonzon (eds.). La transformation et la commercialisation du poisson dans le bassin conventionnel du Lac Tchad. In Stratégies d'aménagement des pêcheries continentales au Sahel. Resumé des travaux presentés aux Séminaire sur la Planification et l'Aménagement des Pêches dans le Bassin Conventionnel du Lac Tchad et Séminaire sur les Systèmes d'Aménagement Traditionnels et Modernes des Pêches dans la Zone Sahélienne/Fish processing and marketing in the Lake Chad Conventional Basin. Management strategies for inland fisheries in the Sahel. Summary of the papers presented at Seminar on Fisheries Planning and Management in the Conventional Basin of Lake Chad and Seminar on Traditional and Modern Fisheries Management Systems in the Sahel. FAO Fish.Rep., (445):74-85. 1991. en.
This document presents the current status of the fish post-harvest sector in Lake Chad basin and consists of a description of processing methods and marketing networks organization.

437. Thacker, B. (ed.). Seafood production, markets, and policies: Belgium, Federal Republic of Germany, Ireland, the Netherlands, the United States. Corvallis (US), Oregon State University. 1982. 157p. Institute for the Cooperative Study of International Seafood Markets. Working Paper No.1.
Describes aspects of fisheries in 5 countries.

438. Theriault, G. Opportunities for Canadian exporters. In Conference Proceedings. World Conference on Small Pelagics/Compte-rendus de la Conférence. Conférence Mondiale sur les Petits Poissons Pelagiques, Abidjan, Côte d'Ivoire, 10-12 June 1991. Abidjan, INFOPECHE. 1991. p.143-149. fr.
Describes mackerel, herring and capelin fishery in Canada and the lack of market that exists for these species. Gives suggestions for increasing and creating markets.

439. Tietze, U. The impact of management training on the performance of marketing officers in State Fisheries Corporations. Madras, India, FAO/SIDA. 1983. 42p. GCP/RAS/040/SWE BOBP/WP/22.
Reports on the impact of two training courses on fish marketing management held for fisheries officials of Tamil Nadu (Dec.1979) and Andhra Pradesh (Nov.1980).

440. Tiffney, P. The Ethiopian marine fisheries: marketing development Rome, FAO. 1986. 27p. DP/ETH/82/016. Field Doc.2.
Analyses Ethiopian marine fish marketing system, including the Fish Production and Marketing Corporations of Assab and Addis Ababa, the fish market and supply system in Addis Ababa, and an overview of future fish marketing strategy.

441. Tilic, I. and R. Artavia. Mercadeo de pescado y medidas para su desarrollo en Costa Rica. San Salvador, FAO. 1971. 49p. + appendices. 10 ref. en. UNDP/SF CEN/REG/30. Bol. Tec. Vol.IV, n°.1.
An analysis of characteristics and technical-economic aspects of fish marketing. Covers also production and consumption. Consumption is low compared to other Latin American countries and imports are considerable, prices high. Suggests a market development programme and analyses the changes required.

442. Tilic, I. and W. McCleary. Análisis de la comercialización de pescado para consumo y requisitos para su desarrollo, El Salvador. San Salvador, FAO. 1971. 89p. 12 ref. en. UNDP/SF CEN/REG/30 Bol. Tec. Vol.IV, N°.4.
Analyses marketing of fish for domestic consumption. Evaluates performance and efficiency of the distribution network. Describes measures to improve supply of low-priced fish in order to improve nutritional levels.

443. Toh, J.H. Collection and distribution programme for fresh fish in small-scale fisheries, Ondo State, Nigeria. In Proceedings of the FAO Expert Consultation on Fish Technology in Africa, Casablanca, Morocco, 7-11 June 1982. FAO Fish.Rep., (268) Suppl:187-96. fr. 1982.
Provides suggestions on improvement of fresh fish marketing, with objective of achieving good sales of high quality fish at the proper price.

444. Toh, J.H. Development of fish marketing for artisanal fisheries. Nigeria. Rome, FAO. 1985. 30p. 10 tab. DP/NIR/77/001. Field Doc.1.
Report on artisanal fisheries in Nigeria and the marketing environment and fishermen cooperatives. Describes project activities in providing assistance in marketing and in the organization of fishermen's cooperatives.

445. Torring, P. Production and market for big rainbow trout reared in salt water. In Seafood 90 Japan. Proceedings. International Conference on High-Value Seafood Products, Kyoto, Japan, 12-14 March 1990. London, Agra Europe. 1990. p.342-347.
This paper provides information about big rainbow trout, its production cycle, its shape and size, colour, fat content, and roe. Discusses the world salmon market and relative price development.

446. Trenning, A. Tema fishing harbour. A case study on handling and marketing of fresh fish. Accra, Food Research Institute. 1969. 32p. UNDP/SF GHA/7.
Provides data on fresh fish supply, sales system, and market infrastructures in the fishing harbour of Tema in Ghana, with the aim of providing recommendations regarding fish handling and marketing.

447. Tropical Products Institute (London). Proceedings of the Conference on the Handling, Processing and Marketing of Tropical Fish, held in London, 5th-9th July 1976. London, TPI. 1977. 511p.
Contains papers on quality control, handling, processing and marketing of fresh, frozen, canned fish and fishery products and of shellfish.

448. Tsao, E., W.E. Schrallk and N. Roy. U.S. demand for selected groundfish products, 1967-80. Am.J.Agric.Econ. 64(3):483-9. 9 ref.
Investigates ability of American groundfish market to absorb increased catches due to expansion of national fisheries jurisdiction, using a Nerlovian inventory adjustment-price expectations model.

449. Turner, G. and O. Hernández. Precios del pescado y márgenes de comercialización. Caracas, FAO. 1971. 46p. en. Proyecto de Investigación y Desarrollo Pesquero MAC-PNUD-FAO. Informe Técnico N° 30.
Examines course of fish prices in preceding years and explains how prices are determined. Finds a fairly flexible market mechanism with considerable price competition.

450. U.S. Dept. of Commerce, National Oceanic and Atmospheric Administration. A study to determine the export and domestic markets for currently underutilized fish and shellfish. v.1: Study report. v.2: Export market summaries France, Belgium, Luxembourg, Switzerland, West Germany. v.3: Export market summaries Italy, Spain, Portugal, Greece. v.4: Export market summaries Japan, Korea, Taiwan, Nigeria. v.5: Export market summaries Denmark, Sweden, UK, Netherlands. Washington DC (US), National Oceanic and Atmospheric Administration. 1978.
Reviews markets in the US and other countries. Identifies development opportunities and obstacles.

451. Varona, J. The Spanish catering market for fishery products. An appraisal for Latin American exporters. GLOBEFISH Res.Prog., (9):48p. 1990.
Presents the findings of a survey of the Spanish catering market for fish. Details are given of fish consumption, imports of frozen products, fish species, products and packaging and distribution. Two groups of catering were analysed - institutional catering (eg. hospitals, prisons) and individual catering (hotels, bars).

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